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WHY A WALL STREET SUPERSTAR IS TAKING A WALK, BY DAN DORFMAN

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Basic Blank.



Better Blank.



Beautiful Music Blank.



Best Blank.



Will Carter Quit?

It may be the only way to salvage his own image of superiority

The author of *Why Not Like Reag?* has now proved to most of us that he can. Previously, Jimmy Carter will do the honorable thing and quit while he's ahead. He could save his country best by not surviving sacred term. Why not?

Why not? Because, friends at the White House tell me, Carter knows he is going to be re-elected in 1980.

Why? Because he's doing such a lousy job.

If that sounds like a come-thru-the-looking-glass, perhaps the thoughts of Patrick Caddell, the President's pollster, make some sense of it. Gerald Ford was almost assured even though people thought he wasn't a good President. I thought then that Ford's situation was an aberration, but it wasn't. A President can survive politically when no one thinks he's doing a good job because they—the people out there—don't think anyone can do a good job.

This is the theory of the revelation of lowering expectations. Carter's advantage in that voters, according to polls, believe that no one can make a difference, so it doesn't make any difference who's in the White House. The inefficient cloy you know is preferable to the ideal you don't—that particular bit of political wisdom, incidentally, is the reason that a 1980 Ford candidacy is presently favored by Carter's strategists.

In fact, an electorally certified incompetent, Jerry Ford, and America's leading political toad, dimly reluctant Teddy Kennedy, are the only candidates the White House is afraid of at the moment. The likes of Jerry Brown, Jon Thompson, and Pat Moynihan are wimps off, at least in high Carter circles, by implying more looking-glass theory. Carter's presidential performance has so discredited "na-



tural" conductances and other bits of new face (can that be long while before American voters take another chance on the unknown).

Intimating and marginally persuasive itself, all of it padded with verbiage doggers of security by a half dozen White House types I talked with in the past couple of weeks. (For the record, all are readily conceded, off the record, that the Carter presidency, their presidency, was "an absolute disaster.") Unfortunately, unfortunately, depending on perspective, I think the Carter folks are wrong—not about their collapsing presidency but about their President's future prospects. They assume that their plan will continue to be a Ford idea, incompetent but likable. My own sense is that many people are crowding the line into an active dislike of Jimmy Carter. In other words, raised their expectations, which Ford never did, and then embarrassingly disappointed them. I like the line I heard from a prominent

Wyoming Democrat: "Well, we like Carter. After a while, even a dog knows the difference between being tipped over and being kicked."

Carter has failed in 11 votes for him, rather enthusiastically. He's lacking in right in over 90% mis-conceptions. One of his more important advisers told me: "We wait so high about winning, that we never understood what had happened. We had a mandate to put a torch to Washington, to shake the government up. Why else would the country elect a former one-term governor of Georgia? We were reasonable, and we tried to work with Washington. We didn't know what we were doing, and they stepped in."

In 1980, run or quit, win or lose, Carter will almost certainly be a failure as President of the United States—"almost" because nothing is ever certain in a business where they cover water. To his large credit, he is still a sympathetic figure, a victim of circumstance and a competent President right now in a direst near impossible thing. Government and politics, as Caddell has pointed out in a couple of interesting speeches, are gradually incapable of dealing with the real issues on American minds. The pollster defines these as basic questions of national identity and goals: "Who are we? Where are we going? Where do we want to go?" The American consensus has broken down on these basic questions, and underlying issues like growth versus no growth are the political manifestation of the new confusion.

The President finds himself imposed at the center of a jagged mass of competing ideas and consciousness, of political shreds, most of them interest groups incapable of seeing what they want but capable of seeing what they don't want. Carter, like most of his predecessors, has tried to take the initiative, to be the principal proposer of ideas and programs, the

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Full Disclosure

by Dan Dorfman

Sabbatical for a Superstar

Hedge fund whiz seeks life's meaning — where does that leave his firm?

What's going on with Wall Street's "superstar"? Could be that the erratic behavior of the unpredictable and often roller-coaster-like stock market is finally getting to him.

Last April, 31-year-old Robert Wilcox, a weekly private investor with a spectacular record and good-bye to the Street for a while and took off on a six-month trip around the globe to get his battery recharged. Wall, another remarkable market performer about to take the sabbatical route as well. He's thirty-seven-year-old Michael Steinhardt, the chief architect of Steinhardt, Berkowitz & Company, the nation's largest hedge fund manager (\$1.1 billion). Starting in October, Steinhardt, one of Wall Street's top trading talents, will take a year's leave of absence from the money-management firm he helped found only eleven years ago with relatively modest assets of about \$7 million.

The reason for the sabbatical, as the terse, forty Steinhardt line of the analysis of the business explained it to me, is the other work. "I want to broaden my horizons, to find purpose in life... because purpose for me is no longer acquiring additional assets."

Obviously the process, transactions, and time demands of the often chaotic investment business have caught up with Steinhardt, whose firm—previously made up of a \$60-million hedge fund, a \$25-million equity arbitrage fund, and a \$20-million offshore fund—is one of the stock market's outstanding success stories. Its oldest business—the \$60-million hedge fund—is a prime example of what Wall Street legends are all about. In its eleven years, the fund has turned in a dazzling compounded annual growth rate (in its reinvestment) of about 30 percent a year. The fund has had only one down year: a slight 1-percent decline in the early 1970s. If you had put a dollar into the fund at its outset in July 1967 and left it there, you'd be very ahead of inflation. That buck has since swelled to \$12—an incredible rise of 1,200 percent. Meanwhile, that very same dollar invested in the general market eleven years

Don DeLorenzo reports on the business and financial world to dark lanes.



Steinhardt. Can a top stock market trader find it time to grow up?

ago is now worth about \$168—only about an eight-percent advance.

Thanks to this super record, Steinhardt, the Brooklyn-born son of a jewelry trader of modest means, has built a personal net worth of about \$6 million.

Using a lengthy dinner interview—the first, by the way, that he's given in the last ten years—Steinhardt pulled his way through nearly a pack of cigarettes as he elaborated on the reasons for his sabbatical. "I've estimated what I can get out of this business, except financially and money just doesn't have the same meaning to me any more." Added Steinhardt: "I'm smoking too much. I'm getting fat (he's about 240 pounds) and I'm too tense. I've done nothing in my whole life but work in this area... and I've made very few new friends over the last five years. I don't know what I'd do, but I know I want to experience other areas of life. What knows? Maybe I could do something meaningful for Israel, giving of myself, say just another check to the USA [United Jewish Appeal]... when I'd get just over satisfaction."

Initially, Steinhardt will begin his sabbatical by giving guided experiences to sixteen-year-olds he'll soon be taking to in Bedford, New York. He also wants to learn to play the guitar, perhaps

take a few courses in art, and "get to know my three kids in a different way." In the past, Steinhardt, who lives in a \$15th Avenue duplex overlooking Central Park, has seen his children mostly in the evenings and on the weekends.

Steinhardt's sabbatical is a hot topic of conversation on Wall Street. He is regarded as the backbone—the man who makes it all work. His sabbatical—which comes about two years after the departure of another of the firm's founders, Terry Fine, a superb money manager who left to start his own hedge fund—is raising questions about the viability of the Steinhardt, Berkowitz operation. Some Wall Streeters believe it's the second major shake Fine's departure in the eventual deterioration of the firm. And contrary to Steinhardt's comments as to why he is leaving, some Wall Streeters believe it largely reflects frustration over the firm's inability to recruit young stars to match the lofty growth rates of earlier years.

For example, in the fiscal year that ended September 30, 1979, the firm's big hedge fund rolled up an exceptional 61-percent increase. But that was the last such super-thriving. Fiscal 1978 showed a modest 7-percent rise—less than a quarter of the fund's compounded growth rate of 30 percent. True, the fund outper-

formed the market in fiscal 1977 with a 10-percent advance, and it did it again (with about an 18 percent gain) in the first ten months of fiscal 1978. But then, it's looking the market in calendar 1978 with a modest rise of about 5 percent.

And one source very close to the firm: "The place has changed, and so have the results. It has a great trader in Tony Cileffo, some fine analysts in Dave Kieker and Oscar Schaefer... and they've brought in some pretty good new people. But it's not like the old days. You sense indecision, uncertainty... and the fund's performance has to suffer without Mike there. In fact, I'm not sure Mike is ever coming back or even wants to..."

Steinhardt concedes that his franchise has been successful. In January, that "we haven't made money this year like we used to." But he insists this did not lead to his withdrawal and, further, that he will definitely return after a year. He also notes that he's demonstrating his confidence in the existing management by leaving the bulk of his estate—more than \$4 million—at the firm's hands.

A Wharton School of Finance graduate (he graduated in three years) who started his own firm in 1962 and in 1970 a stock speculator, Steinhardt was one of the hot breed who made it big early. In 1968—at the age of just twenty-five—he earned over \$200,000 as an analyst-broker at Loebe, Rhoades, chiefly by recommending the big conglomerate stocks before their big run. But that year was also a euphoric period as hot stocks skyrocketed on little more than dreams. To Steinhardt's credit, he not only survived the bloodbath of the late 60s, when reality returned to the market but went on to achieve even greater success.

That, in large measure, reflects the merging of a team of talented guys who were adept at trading and stock picking, who had the ability to make investment decisions quickly—and who were flexible enough to shift investment gears as a story if they thought the market was about to change course. Another important growth ingredient, but convenience—currently \$2.5 million annually—that the firm does not to brokers. These hefty commissions—plus a willingness to respond quickly to firm orders—bring the steady flow of the best starter orders ahead of the crowd.

And then there's Steinhardt's personal investment philosophy, namely that "you can't make big money without getting on the way of home"—in other words, risk taking. The results, of course, aren't always pleasant. Steinhardt, for example, recalls a doubling the firm took in 1972, when it sold short the highest growth stocks at 30-35 times earnings and then watched with dismay as the stocks shot up to 60-65 times earnings. And then there was an extremely bitter month, January of 1976, when the firm had one of its biggest short positions ever and the

Steinhardt says robust market, along with severe recession "that will be a key test of our economic system."

market that month boomed. "It was paid as hell," says Steinhardt, "but you're not going down... unless you close."

However, that philosophy has also paid off very big. For example, in the early 1970s, Kathleen A. Broad, the nation's largest home builder, was the darling of the institutional fraternity. In the words of this enthusiasm, in 1973 the Steinhardt group sold short over 100,000 KBR shares, starting in the high 80s. It remained the company would be quite vulnerable to rising interest rates and higher inflation—both of which were becoming increasingly apparent. The hedge fund also damaged the quality of the company's earnings and sawed KBR's family equity position. The company is unworkable. It turned out to be a terrific loss. The Steinhardt group made a bundle as the stock collapsed—first to the low 20s (where the fund covered its short position) and later to about 10. At present, there's a split within the firm about where the market is headed. But Steinhardt's bullish view is prevailing. And so is the firm's hedge fund, which, of course, is always leading its herd, as he says. It's always been a matter of securities and is short 320 million of equities.

Spelling out his bullish philosophy, Steinhardt believes there is a widespread perception that stocks clearly offer the best return earned, measured by the alternatives (such as art and real estate). He also points to strong corporate earnings and the overall bullish in foreign funds that are likely to come into the U.S. market. Butcher, he thinks that most of the benefit developments (such as the products of a 1979 recession, inflation, and a declining U.S. dollar) are already reflected in current stock prices. He also points to the general low level of confidence in the stock market—a good reason in itself to go the other way. Part of it, together, and it's Steinhardt's conclusion that stocks will move meaningfully higher to new highs. (Heure 1,000 in the Dow Jones Industrial).

Spiraling World Debt

But, then, bad news, too. He thinks the stock market will peak in 1979 or 1980, that could be far worse than anticipated—leading to a key test of our economic system. "We have accep-

tered such enormous debt, the world is so leveraged in terms of borrowing, and we're so dependent on so many more debacles (like oil prices) that the way out of past recessions—primarily excessive government spending and a revival of world economies—may not be possible next time," says Steinhardt.

At present, the fund's largest stock positions include Xerox, El Paso Natural Gas, Fortmont McKesson, Procter & Gamble, Meaco McKernack, Sterling Drug, Upjohn, Kaiser Chemicals, Bausch & Lomb. Steinhardt admits that this grouping of securities certainly doesn't meet the criterion of "getting in the way of home" but rather is one that's designed to provide liquidity the ability to sell in depth without driving down the prices of the stocks. He explains that a less aggressive investment strategy reflects the dichotomy in the marketplace of the market's direction. "I think the real money at this time will be made in the hands judgment of where the market is going, not on the performance of individual stocks," says Steinhardt.

Steinhardt and his colleagues are particularly adept at short selling, although like everything else, they've had their fair share of blunders. At present, the fund's largest short positions center on Avon Products, Minnesota Mining & Manufacturing, McDonald's, Revlon, American Hospital Supply, Intel, Houston Oil & Mineral, Data Terminal Systems, and Santa Fe International.

During his tabulation, Steinhardt will divide himself entirely from the firm's investment decisions. By the same token, he tells me, "If our business turns sour, I'll be back. I think, though, that if I'm back before a year, my substantial will have been a failure because, 'I will not have expended my head the way I had hoped.'"

I've known the able Steinhardt for almost eight years. After taking into consideration his intensity, the pride he takes in his work, his constant recommendation of every investment decision, and his aggressive day-to-day pursuit of outstanding performance, I'm convinced he'll return to Wall Street well before the year has passed. And in fact I made a bet for him to that effect with one of his friends. However, his reticence with, July, tells me I had thrown my money away because, as he emphatically put it, "I won't let him go back because it won't be a meaningful experience if he does."

So, my friend, have the final word on the matter. But I want to share a surprising view of a woman who's as close to Steinhardt as anyone on the Street. "There is no much chance of Michael going to Wall Street for a year as there is of Vladimir Horowitz giving up the piano permanently," he says. "Michael's too proud. Too good at what he does, to walk off the center stage looking like he's worried that he can't continue to perform..."



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Martyr to a Bum Rap

A lawyer's ploy and a weak judge imperil press freedom in the Farber case

Jersey City, New Jersey, attorney Raymond A. Brown, sixty-three, is known not just as one of the state's best criminal defense lawyers but also as a man who cares deeply about individual rights. In earlier days, he'd taken local jobs looking for indigent defendants who needed help, and even now he handles a slew of charity cases.

This month Brown is engaged in a new project: putting a reporter in jail and threatening the First Amendment.

In defending Dr. Mario Juszalewicz against charges of murdering three patients back in 1963 and 1966 with the drug cyanide, Brown has argued that he is allowed to examine and possibly use in evidence confidential notes and other research materials gathered by New York Times reporter Myron Farber. It was Farber's reporting in 1975 that led to a reexamination of the patients' deaths and to the indictment of Juszalewicz in 1976. While the judge in the murder case, William Arnold, knew that Brown may use Farber's notes, he has ordered Farber to turn the notes over to the court so that Arnold may examine them in camera (privately) to see if they are relevant to the facts at issue in the trial.

Farber and the Times have refused. They point to a state law, excluding a judge, should be able to see a reporter's confidential notes and thereby learn the names of his sources. To get his story, Farber promised those sources confidentiality, and it's a promise he takes seriously. As of this writing, Farber faces a criminal contempt sentence of \$1,000 and six months in jail plus a civil contempt sentence that will keep him in jail for as long as the trial goes on. The Times faces a \$100,000 criminal contempt fine and a \$5,000-a-day civil fine that similarly would run until the paper produces Farber's notes or the trial ends. Even for the Times that kind of (non-tax-deductible) payout can't be downplayed lightly.

With all the wrangling that has been done, and will be done, about this case, one set of questions—ethical questions relating to lawyers' conduct—may be obscured. The facts that the crisis has been caused

Combining crime stories and lawyerly analysis, *Crime & Justice* is a regular column on law and lawyers.



Brown, Juszalewicz's defense attorney

by a deceptive ploy by defense lawyer Brown. As another top New Jersey defense lawyer well acquainted with Brown and the case puts it, "Ray's demand for Farber's notes is a trick. He knows Farber won't give them up. Then he can argue that he doesn't have the information he needs to give the doctor a fair trial. He's counting on that to get Juszalewicz as acquitted or even just a mistrial."

Another lawyer adds, "The crux is that Brown says he helps Farber so much for what he's done to his client that now he's counting on Farber to be an honorable man and not turn the notes over."

These and other seams familiar with the case agree that there's almost no conceivable way that Farber's notes were to be turned them over, could they Brown's client. After all, it was Farber's reporting, from these notes, that got Juszalewicz indicted in the first place.

But with Farber refusing, Brown can argue that the court—through its subpoena process—has not, as required by first-trial rules, provided for him the evidence he says he needs to defend his client. Even if the court gets him an acquittal or mistrial, it's at least worth a good argument for an appeal if, as expected, Juszalewicz is convicted.

One way Brown could have been spared is if he'd had a better judge than Arnold to contend with. Arnold should have made Brown show that there was good reason to believe that Farber's notes would help the defense. "Give Ray

Brown a weak judge," says one New Jersey lawyer, "and he'll run right over him every day."

It may be that Brown didn't expect to have to convince Farber to get his notes or appeal point. New Jersey has a "shield law" that protects reporters in most instances from being forced in legal proceedings to disclose information obtained while gathering news, and Brown probably assumed that Judge Arnold would invoke it. Then, Brown could claim that since the shield law is a state law, the state, by virtue of its law, had not put its obligation in this case to help the defense get all the information and assistance it needs. Therefore, the state had infringed its right to try Juszalewicz. It's an unprecedented argument, but a possible one—and worth setting up if your trial isn't going well.

But Judge Arnold, not sensitive to the issues involved, decided he wanted to see the reporter's notes before deciding whether they were relevant to the defense or covered by the shield law. Farber and the Times refused, and the U.S. Supreme Court, through justices White and Marshall in emergency appeals by the Times and Farber to delay the state court's order, has allowed a reporter to be jailed for not turning over his notes in a criminal trial if the defense says it needs them.

But more simply, the stakes have been raised beyond what Brown probably planned. But since he now has the battle can only begin his modest defendant, he's willing to play along.

Should he be?

"God, I've had nightmares about this kind of case," says Harvey Silverglate, a top Boston criminal lawyer who's also a columnist for the Boston's *Real Paper* and, as he puts it, "a First Amendment absolutist." Silverglate says he has "always wondered what I'd do in a case where I needed to subpoena a reporter or his notes. A few times I've seen the issue backing them, but I've shied away. If it was really important, though, I couldn't shy away, could I? Why should my feelings about the First Amendment come out of my chest at a hate?"

"The best I could hope for," Silverglate continues, "is that I'd make the issue for the reporter's notes and that he'd file a constitutional objection, and win. Then I

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could move for an acquittal or mistrial because I don't have any information. I'd have my cake and eat it, too."

Would NewTimez try to subpoena the reporter's notes, even if the district judge wouldn't help, just so he might get stirred down and therefore set up an appeal as Brown appears to have done? "That's the hardest thing there possible. I guess I should. But here you're playing with the First Amendment. I just don't know."

Hawaii law school professor Alan Derthick, a star criminal defense lawyer and a star First Amendment lawyer says, "I wish I could have tried to subpoena a reporter's notes. I thought it might actually need just so I'd fail and set up an issue for an appeal. Both times I decided not to."

Monroe Freedman, former dean of the law school and mother of a now-famous law school lawyer, offers that argues for pushing case advocacy to its legal limits, disputes. "I don't have any questions about what Brown is doing," he says. "It's all within what the [lawyer's] code of Professional Responsibility properly sets as the limits on vigorous criminal defense. As long as he can claim a nonfrivolous reason for believing just that it's possible that these notes could help him, then he should request them, especially if he thinks it will give him an appeal case. He's obligated to do what he can do."

Opponent or not, Brown's move presents another potential disaster in what is becoming a terrible year for the First Amendment. Already this year the Supreme Court has decided that a television network, NBC, can be sued on its information claim by a San Francisco newspaper (the last but not the first time it's seen as an NBC program the trial is going on this month), that the FCC can create a media studies so that it can't air dirty words, and that newspaper officials can be arrested without a lawyer because by police looking for evidence of a crime that Brown's exploitation of Myron Farrow's honor to salvage a murder trial may have led to be the worst case of all. If the Supreme Court in Brown v. NewTimez ruled that no person called before grand juries to provide information about crimes, including the names of the confidential sources, cannot claim a First Amendment privilege, then, every reporter now faces the possibility of not being able to guarantee confidentiality to a source unless the reporter is willing to go to jail for contempt of court (which is just what several have done).

The press serves the public best when it operates independently of the government. To do so, it has to be able to get information from people who will not talk to the government and therefore will not talk to reporters if they think reporters will reveal their conversations to police, prosecutors, or other government officials.

"If we lose this case," Farrow's lawyer says, "then all good reporting is in terrible trouble."

calls who receive grand jury testimony. The stakes for 3-4 Supreme Court decision as *Brown* goes to the Supreme Court. It's not just the reporter's notes that are at stake. Under the Court's ruling, some showing has to be made by the prosecutor seeking grand jury testimony that the information has information that is relevant to the commission of a federal crime.

But the Justice's Farrow case, as stated by Ray Brown and allowed by Judge Arnold, presents a much broader threat. It could mean that anyone a defense lawyer says is a reporter who has reported on a crime which someone on trial could be forced to turn over has to be turned to the judge, and therefore to the defense lawyer for public use in the trial if the judge says the material is relevant. In this way, most news coverage reporting involving criminal conduct, which is presumably the most important kind of investigative reporting, could end up with the identity of the reporter's confidential sources being shared at least with the judge and then probably with the judge of the investigation (perhaps—the defense can—and with anyone who happens to be present at the trial).

So, if a reporter gets confidential information about an organized crime case and later that case is retried, a such defense lawyer could find out the way who the reporter's source was. Or, the next time there's a witness, defendant like John Mackall could find out who a "Deep Throat" was. It is a means that would quickly shut off the supply of future Deep Throats.

In the Supreme Court likely to allow this to happen several months from now of the *Brown* and *Farrow* cases, state court judges and state attorneys for *Deep Throat*. Probably, since *Brown* is in 1992, the Court is more conservative. And this year a majority has gone out of its way to assert that reporters have no special free speech rights beyond those of ordinary citizens.

Also, with Justice's on trial for multiple murder, the arguments about what the South Amendment says is his right to every possible advantage in getting a fair trial will be even more important. "This case is a song," explains one top First Amendment lawyer, "It's scary."

Even the ACLU seems to have missed the point. Last week, Bruce Berman, the ACLU's national legal director, told us that "while we support the right of re-

porters to keep sources confidential in all other circumstances, in the *Farrow* case, the ACLU believes that he should have to turn over the notes because of the federal questions involved." The only advice the ACLU has in the case as it stands, Berman continued, is that "there should first be a hearing to determine that the notes may conceivably be relevant to the murder trial. But since it seems that they are at least conceivably relevant, then the judge should get to see them, and then the defense should, if the judge decides the material is relevant."

The ACLU's position ignores the obvious, which is that any defense lawyer—John Mackall or Joe McDonald's—could make a plausible claim of "relevance."

Friedman, of the New York firm of Cahill Gordon & Rondeau and probably the best First Amendment lawyer in the country, is quite frank about the prospects for the *Farrow* and *Brown*. He usually underestimates the down side of his cases as that all will not seem lost if he loses. But when he talks to him on the *Farrow* case, "If we lose that, all good reporting on someone in trouble. This case literally applies to all investigative reporting. That's good enough to result in someone getting prosecuted."

The backbone spirit of the First Amendment is that reporters don't work for the government. For a variety of reasons sources understand and appreciate this and will talk to reporters when they want to talk to the government. And the government includes judges who would see reporters' notes and decide whether to share them with the defense so that the government's trial (the judiciary is a branch of the government) may go on.

The ACLU is wrong. There is no way square this most basic First Amendment principle with South Amendment first trial notes. The Supreme Court, weighing the obvious value of reporters' being able to guarantee confidentiality to a source, is in a quandary about what is at best the superficial value of a reporter's turning over his notes to a defense lawyer, could rule that information from reporters and their notes is because of the First Amendment—just not available at a trial. And, as in the case of a witness, whose testimony is inadmissible because he is dead or because he can only provide a hearsay account, that constitutionally mandated unavailability of a reporter's notes should not keep the conclusion that the defense can't get a fair trial—only that, as with the dead or the hearsay witness, he's not getting everything that he might like. Besides, since the prosecution could probably prove its case by other means, it's more to better advantage than the defense, in the long run an availability rule would help defense lawyers.

That's the best way to dispose of Ray Brown's gambit to free Dr. Janczewski. It's not the way it's likely to happen. ■

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The Dangerous Arrogance Of the New Elite

by David Lebedoff

**The new class defines itself by its
inherited intelligence and is
a threat to American democracy.**

It was late for Thomas to get married. He was almost eighteen, his father had died, and the patch of land was now his. He needed a wife to help with the work, to cook and sew and bear children. He needed a wife as much as he needed the sun and the rain and the protection of his feudal lord. He wanted companionship, too, and sex. Those needs were urgent and could not be postponed.

The problem was finding a bride. In Thomas's limited world there were three single women of marriageable age. One was sickly, one was strange, and one was beautiful. He married the one who was strong. There was really no other choice. The sickly woman could not work his poor land, and the beautiful one did not want to. She had other alternatives.

Thomas's bride was named Katherine. The couple got on very well, neither Thomas nor Katherine ever wondered who was smarter. Intelligence was not a factor in marital selection. There was no such thing as an IQ test. No one even suspected that intelligence could be measured. There would have been no point to such measurement. There was no social or economic mobility. A person was born to a certain role and stayed there. The great majority of people spent their lives on the land in harsh desolation.

As it happened, Katherine was much the brighter of the two. By today's measurement, Thomas had an IQ of 105, and Katherine, 147. Which means that Thomas's intelligence was very near average (100) and Katherine's, close to genius. Neither suspected this disparity. Both were illiterate. Almost everyone was. The conditions of their lives did not recognize, let alone reward, Katherine's special gifts.

David Lebedoff, a Minneapolis attorney, is developing the short book from this article. He is also treasurer of the Minnesota Democratic-Farmer-Labor party.

Thomas and Katherine lived in England in the twelfth century, but the circumstances of their union would have been much the same in Italy or Russia or China, in the Middle Ages or the Renaissance. From the dawn of time until the eighteenth century, the process of marital selection was very much the same. Spouses were chosen from the very small pool of those who happened to live nearby. They were chosen without regard to, and without any way of knowing, what their general intelligence might be.

This means that until fairly recently, intelligence was randomly scattered throughout the population. Almost all people were peasants, and that included most people with high IQs. Some members of the tiny ruling class were undoubtedly brighter than the average, just as some others must inevitably have been, but this class was so small that its composition could not affect the general distribution of intelligence throughout the total population. By and large, intelligence had nothing to do with one's station in life. A genius was comparable to farmers in the old drama after a lifetime of servitude in the fields. No one knew of his ability, and no one would have cared.

Until quite recently, most marriages were like that of Thomas and Katherine, but in the modern age all of that changed. The change began only a few hundred years ago, and three factors account for it. First, there is greater mobility now, the search for a spouse need not stop at the farm next door. A person can choose a marriage partner from hundreds of possibilities rather than two or three. Second, universal education has become the rule in the Western world. If everyone can read and write, everyone can be graded and tested. Children can be told precisely how smart they are supposed to be, and that information,



Our liberty is now in far greater danger from political manipulation in the name of equality than from the ordinary American's desire to improve his lot in life.

Illustration by Rick and Beverly Zaksas; photograph by Carl Fischer



For the first time, our educated liberals no longer believe instinctively in majority rule.

sported by both the elite and society, helps determine the choice of a spouse. Third, and by far the most important, is that today, intellectual ability is rewarded. This is something very new in human history. Now, by no means, people can rise to the level that their talent permits. Those with high grades go on to college and to higher status jobs. Those with lower scores lose school credit and lose other kinds of jobs. The son of a cabinet secretary would still have to be a cabinet member. People still marry within their social and economic class, but membership in such classes has come to depend more on measurable intelligence and less on the circumstances of birth. Fought of high IQ marry other people of high IQ no matter how disparate their ancestry may be. Quantity of opportunity has led to people being socially and economically stratified by virtue of their measured intelligence.

Some commentators feel the change is even more profound. Professor Richard Herrnstein of Harvard has written, "The message is so clear that it can be read in the lines of a syllabus. If differences in mental abilities are inherited, and if success requires these abilities, and if earnings and prestige depend on success, then social standing (which reflects success and prestige) will be based to some extent on inherited differences among people."

If biological stratification has indeed taken place, the implications for our society are greater than those of any revolution that has ever occurred. What is happening now has never happened before, and its most ominous result could be the death of democracy.

It is important to note what was new about democracy. It was not the observation that ability is randomly distributed. It was the attachment of political significance to that observation. The political significance attached to the fact that all men are created equal is, therefore, that all men should be permitted to help choose their government. The will of the majority should prevail.

Majority rule was the natural heritage of democracy. At first it was a limited measure, the franchise restricted to property men. Only a minority of the real population could vote, but when that minority the majority prevailed. The idea became:



One deals with issues through symbolic gesture and stage, the other carefully collects facts to support his stand.

fixed and was assumed to, while the definition of citizenry slowly expanded. Eventually it was a true majority that had the power to determine social change.

The idea was not merely that the majority must divide. At the heart of the doctrine of majority rule was the conviction that the majority was right. The majority should rule, because it knew best.

Almost everyone used to believe that. It was the most basic assumption in political life. And it was not only the majority that believed in majority rule; the minority mostly held with that view that most of the masses, the intellectual class. Liberal intellectuals not only gave lip service to egalitarianism,

now, their commitment to it was heartfelt, outspoken, and profound. Intellectuals knew that they had something very important in common with the mass of people: powerlessness. They saw that power had always been vested in the rich. The only effective force that could counter the power was the will of the majority, and the intellectual saw The People with only in the struggle for power. Belief in the wisdom of The People was almost an article of faith.

That faith also included the advancement of mental measures and the protection of civil liberties, but there was no uncertainty in this. A written constitution that gave absolute protection to certain minority rights, regardless of the popular mood, was really a surrogacy to the belief in majority rule. That belief, that faith, was nowhere as pronounced and fervent as in the United States. And this was true at least until the end of the Great Depression. It was the threat of the rise of Frank Capra's films. Capra's heroes were John Doe and Mr. Smith, his villains were the rich, the owners of factories, of vast tracts of land, and, significantly, of newspapers.

But after the Second World War, this began to change. A new



Physical fitness and ecology are ap-to-dest aberrations; passion for movement is rights to individualism. America

law was passed that may have altered American society more than any other piece of federal legislation in our history. It was known popularly as the GI Bill of Rights. The previous response of a grateful postwar public, a provided tuition money to any returning veteran who was able to go to college. There were twelve million returning veterans, and an extraordinary number of them took advantage of the new law. Immediately, the percentage of Americans who attended college doubled, and soon thereafter it doubled again. There were millions of new students on the campuses of the United States. College students that background had provided education. Deans and professors modeled one another over an unopposed desire to standards, but the needs arose themselves. The new students were very good indeed. As a class, they were as good as the upper academic students, whose fathers had paid for their education. It was undeniably clear that general intelligence—not at least the ability to obtain good college grades—was very widely distributed throughout the American population, on all economic and social levels.

However, the principle established by this was not that all Americans have a right to a diploma but rather that every person has the right to be educated to the best of his or her ability. Only some people were qualified for the highest education. The GI Bill showed that the poor might be as qualified as the rich, it was therefore only a question of finding which poor were qualified. It became a matter of finding. Once the proper tests were devised and given to all children, the ability would be identified and educated accordingly. Money was no longer an insurmountable barrier. A new scholarship program had supplanted the GI Bill.

Most young people with higher IQs have been first identified and then segregated on campus. During the years in which they choose their marriage partners, it is perfectly natural that they tend to choose each other, and their children tend to be brighter than the average.

"Brighter" and "more intelligent" are used here, it should be noted, for convenience only, as synonyms for "having higher IQs." Even though it is understood that IQ was probably measured only some aspects of intelligence, such as verbal skills, and certainly contains a cultural bias that unfairly

penalizes those from deprived backgrounds. The point is not that the tests are nonsense—they are not—but that they are usually believed to be accurate and are therefore self-fulfilling. Something, if being tested, and our society usually assumes that something is general intelligence. By pointing out that something, more people are told they are someone



We are the analytical arguers of divided inner worlds; we are the divided mediators of America's contradictions.

others. It is that something that is rewarded by society. It is that something that is heritable.

The children born to bright parents are members of the new class, too, educated to highly by their parents and therefore likely to mix with others of similar background. The new class is self-perpetuating, and is permanent.

And it is segregated as well. Once its members are all the companies they usually work and live only with one another. When there is contact with others, the contact is usually in subservient roles—as janitors, domestic help, gas station attendants, taxi drivers. The greater number of outsiders—those who punch time clocks in factories, for instance—are never seen. It is impossible to exaggerate how isolated this new class is. Its members talk only to one another. They have no idea of what the rest of the country is like.

The emergent class of those who believe themselves to be measurably brighter also comprises the class known as the New Elite. Everyone not in this class can be referred to—in terms of the way the New Elite sees them—as the Left Behind.

These terms are not near synonyms for color labels. The New Elite and the Left Behind have no direct relationship to other than in confrontation. Liberals and conservatives, Democrats and Republicans, upper middle class and lower middle class. Conservatives may be Jewish, but they are middle class and not to change. One need not have limited college to be a member of the New Elite; a privileged dropout qualifies. And a professor of philosophy at Princeton could easily be one of the Left Behind if his basic identity is with a traditional school or economic or ethnic group. In this emerging society, class is based on each individual sees himself. If an individual has strong roots in a social class or religion, in the values of an urban neighborhood, in the family or the country club life, then the fact that his intelligence has been measured as above the average may not be a critical point in his self-identity or allegiance. But if such roots are absent, then he has been removed from the mass and seen himself as an individual of measured superiority and find his class allegiance with other individuals of similar assessment.

You can't be a member of the New Elite unless you see yourself primarily as intelligent rather than as something else. We all tend to think that society could benefit from the counsel of people like ourselves. Those who where they say "con-



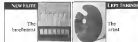
One is far preoccupied the environment for its own sake; the other, so that it will be of use to some people.

selves" mean those with the highest measurable intelligence are members of the New Elite. Those who where they say "ourselves" measuring things like—after businessmen or scientists or artists or writers or Catholics or liberals or conservatives or Texans or Frenchmen or Jews—mean those who are not members of the New Elite. Those who where they say "The People"—as members of the Left Behind. Regardless of race is prerequisite for membership in the New Elite, advancement to that class or caste or faith in the primary barrier to such membership.

Often, one can tell the New Elite from the Left Behind by what they do for a living. But it is not simply a question of how much intelligence is required to perform a certain job. The New Elite ranking of jobs is based on how removed a person's work is from indifference by the public. Doctors, lawyers, scientists, social scientists, scientists, certain types of executives, the higher levels of government bureaucrats, journalists, and others who deal in verbal skills have all been thrustled out to the New Elite. Their professions employ testable skills.

People whose work does not require that skills are probably Left Behind. This includes most small businesspeople, retailers, manufacturers, manual and clerical workers, and salespeople. In a large corporation, the top executives and assembly line workers are Left Behind, and the upper-middle ranks—analysts, lawyers, executives—belong to the New Elite. The rest rank in the hierarchy of the New Elite in the public office—or at least that is the way it is supposed to work.

The New Elite feels that it's good to have money, but not too much. It knows that really great wealth is seldom the salient reward for testable skills. The nuclear physicist makes much



The subject of one art is said to be human experience, the only method of biodiversity is human rationality.

less money than the owner of a station name. Since great wealth suggests an occupation divorced from testable skills, the New Elite cultivates a life-style that combines prosperity, not ostentatious. A Volvo was more popular than a Cadillac, a bank closer to a faculty party than a social dinner.

The real significance of the New Elite is political. Its members are the managers of society, the leaders, the journalists, the planners, the officials and executives, the architects of thoughts and standards. In a society that rewards ability, the New Elite possesses influence far out of proportion to its numbers.

But it does not have political control. It has potential power, certainly, but not political dominance. Democracy is based on majority rule, and the New Elite does not constitute a majority. To be sure, as a large class and a growing while other classes are shrinking, but it is still a long, long way from fifty percent and knows that it is unlikely ever to enjoy majority strength.

At first this was not a problem. So long as many recent members of the New Elite shared some background and values with the Left Behind, they shared the same political goals too. But now most of its members are not the children of the working class but the children of the New Elite.

Those who are measurably overeducated see things differently from those who are not. They are more concerned with taking inflation than with increasing the laborer's minimum wage. They can weather the economic costs of a cold change. This permits them to be, at least to feel that they are, free in their thinking, more dispassionate and just.

The first great move that split the two classes was the cold

Knowing they could never attain a majority, the Elite fought for control of political parties.

rights movement. By and large, the New Elite was for much softer and more comprehensive change than were many Left leaders. A second major issue was the war in Vietnam. Generally, the New Elite opposed the war earlier than the Left. Both sides did and was far more fervent in its opposition.

These issues had a profound impact on the political perceptions of the New Elite. The New Elite felt, correctly, that with regard to both issues it had been right, but on both matters it had faced what seemed at times to be not special-interest opposition but opposition from the majority. It was not the rich, not the great corporations, not a political cabal that formed the opposition. It was the majority of one's fellow citizens.

Both the civil rights movement and the peace movement had made efforts to win over the majority. Rights and peace-loving young students had traveled to the South on behalf of racial justice and had risked death in New Hampshire for the McCarthy presidential campaign. For the first time in many years, the New Elite was coming face to face with the Left. Both sides had the majority on their side. The Leftmark party made good on its promise, but did not like the people who came to open the door. They were not at all like the people to whom it was accustomed. They did not always share his point of view. And, as often happens when others don't agree with us, he thought that they were stupid. Not brighter, not more sophisticated or sophisticated, but stupid. Everything in his experience sug-

gested that the New Elite was right. The majority of these is to identify a majority group and then them to be speaking on behalf of all its members. A consensus approach can claim to be speaking on behalf of all its members, which is to say everybody. An environmentalist can oppose a new casino that projects in the name of all who live near the river. Never mind that he has neglected to obtain the consent of these he represents! But, of course, people do mind, which leads to the effectiveness of spokespersons such as Betty Friedman and Phyllis Schlafly.

There then is the growing reliance on the doctrine of negative control. It works like this. The members of a group, such as all the students on one campus, are informed that some individuals will be representing their interests. If students do not want to be so represented, he must now have disapproval at a designated time and place. Unless they disapprove, they have been convicted by the representation. This tactic is widely employed within the Public Interest Research Groups founded by the New Elite's opposition on many campuses. It is similar to the book of the Month Club marketing technique, whereby anyone who doesn't indicate by a certain date that he does not want to purchase a certain book will be billed for it. (These book club contracts have been attacked by Nader as unfair to consumers.)

Through these kinds of tactics, it is not difficult for someone to claim to represent a majority, if not a majority. It is a useful claim to make when lobbying at the state level.

But just power goes far beyond lobbying. Real power is transferred in elections. From the New Elite's point of view, this assumption has a tragic flaw. In general elections, the candidate with the most votes wins. This might seem an insurmountable barrier, but in opportunity has been seen and has been gained. Election may be decided by the people, but the candidates are chosen by political parties. If the new electoral system could use, or both, of the political parties, it can choose the candidates itself.

This is to be accomplished by changing the rules. The basic idea is to achieve political parties that minimize majority participation, thereby perpetuate a small fraction to gain control of the whole. This system is well suited to the New Elite's general admiration for George McGovern and contributed to the surprising strength of Ronald Reagan.

The idea changes that have produced the most outcry are the use of caucus and the misuse of affirmative-action programs. The greatest resistance on majority representation has come from a different quarter: the use of various formulas to apportion legislative votes. These formulas were meant to avoid the old process of winner take all and to give each candidate his fair share of delegates. However, in the hands of the New Elite they serve another purpose. New rules have been introduced that are so complicated and difficult that only graduate students can understand them. Caucus democracy is no longer comprehensible to the average person. And so hundreds of thousands of people have been driven out of the political process. Lobbying and state rules and intricate procedures are the path to power for the New Elite. New rules have been introduced that are so complicated and difficult that only graduate students can understand them. Caucus democracy is no longer comprehensible to the average person. And so hundreds of thousands of people have been driven out of the political process. Lobbying and state rules and intricate procedures are the path to power for the New Elite. New rules have been introduced that are so complicated and difficult that only graduate students can understand them. Caucus democracy is no longer comprehensible to the average person. And so hundreds of thousands of people have been driven out of the political process. Lobbying and state rules and intricate procedures are the path to power for the New Elite.

The New Elite has made significant inroads into political parties, moving into all vacant spots in its bewildered system. But this progress isn't that enough, they see themselves threatened by the majority will, presented from achieving the power they want. As they are beginning to openly attack not merely the procedures but the idea of majority rule.



One is a simple but "in" method of ancient, racist origin, the other, the category election, is a new "interference" method.

Their most successful tactic has been the appeal to moral right. This holds that a view should prevail if it is morally superior to an opposing view, regardless of the number of people who support either side of the issue.

The one of the most important was numbered by recent history. The New Elite was morally right with regard to racial equality and the war in Vietnam. In both cases the New Elite was morally on the outside, and at both a majority was much stronger. But the point—though the New Elite does not see this—is that that success came because the majority came to be persuaded of the merits of its cause. The moral argument was accepted by the majority.

And it should be emphasized that some New Elites were responsible for starting the war in Vietnam as others were for ending it. It is no accident that one of the most effective individuals who played the Vietnam card was called *The Devil and the English*. In that account of the architect of Vietnam, David Halberstam concludes that "if after years had any control there, if there was anything that bound the men, their followers, and their subordinates together, it was the belief that their intelligence and reason could answer and solve anything."

But the New Elite chooses to remember only the war protesters—and their tactics—not its supporters. They no longer think that tactic is totally moralistic, such as we see and read. The word is used in a new way as a simple slogan for wrong. Any



The security of high IQ is increased only in persons, the political party has been interested in progress.

view was shared by the New Elite is immoral. A graduate student dispute in a political convention in the Midwest demonstrates the use of pay raises as "immoral," and his peers applied the description. It is no longer a question of converting the majority. The use of the word "immoral" is not intended to win arguments but to provide them.

Through the dismissal of language a political action to the basic for liberal progress has been lost. If most means everything, it means nothing. It is not possible to make the category against people with the same vocabulary. The only way that it is to discontinue those who do think back their mind.

Everywhere in America today, there is a small or the idea that the people can determine their own politics. That small but has its effect on every institution in our society and on every branch of government. It explains why so much education making has been placed from the legislative branch and dropped on the federal courts. The reaction of the principle of political self-reliance coincided with the peak rise of the influence of the New Elite. The strongest class did not share James P. Frankfurter's faith in the wisdom of the majority. Its members were far more disposed to see weighty issues resolved by judicial judges, who were good people like themselves. So courts today specify the number of justices and the amount of supporting in political decisions.

There is a national market for the avoidance of majority rule. There is no support for "planning," the autonomous role of society's constituents. There is also effort to appropriate to each a cause of their own that was never cast. The strategy of the voters who stayed home were really supporting none.

But the fact that the New Elite is grasping for power on every front doesn't mean it has a specific platform it wishes to im-

pose. Aside from a vague desire to limit the growth of society, (which would have thereby opened the field between wealth and status, it has no program, ideology, or agenda. The liberal political objective of the New Elite is not so much concerned with what government does as with who does the governing. The New Elite is obviously basic that what is best for society is the society governed by the New Elite.

In politics, what matters to the New Elite is not so much what a candidate is for as who he is. The critical thing is to find out



Completely corrupting what what one's parents cared for a new central candidate at this a break with tradition.

whether he is a New Elite himself. His intelligence, his education, his views on the issues, are not the only qualifications for support. These merely provide the threshold. What really matters is whether the candidate thinks that human experience has a bearing on human problems. The New Elite refuses to tolerate results with experience. It condemns the former and rejects the latter.

This view and its rejection are conveyed in a famous anecdote in *The Devil and the English*. Halberstam relates that Lyndon Johnson, as Vice President, attended the first meeting of the Kennedy cabinet and was overwhelmed by the strength of its members. "Stunned by their planners and intellect, he had noticed back to tell [Johnson speaker Sam] Rayburn, his great and crafty mentor, about them, about how brilliant each was, this fellow Benjie from Harvard, back from Rockefeller, McNamara from Ford. On he went, naming them off 'Well, Lyndon, you may be right and they may be wrong but as intelligent as you say,' said Rayburn, 'but I'd like a whole lot better about them if just one of them had run for sheriff once.'"

In the New Elite's determination of whom to support, details about the personal life of a candidate are very important. If the writings irregularly at the same time as the candidate's parents and grandparents attended, he is likely to be in trouble. In tradition, And vice versa. George McGovern impressed many supporters with his Japanese house. Life-style and appearance are then very useful guides in determining who really belongs to the New Elite, and positions on the issues are almost irrelevant.

In politics, then, the New Elite is concerned with style over substance. The way to win over any of the best educated voters is by emphasizing image, not issues. The Left believes,



The speaks to the American dream, the professionals, the speaks to the families. Men, and the dog on the couch.

particularly the working class, are more likely to decide among candidates on the basis of the specific programs that they advocate, especially with regard to economic issues. But the Left believes, too, are increasingly concerned with image. Apparently searching for candidates with the same roots and experience and values that they themselves have. This is not a

It is possible for a candidate to appeal successfully to both groups. John F. Kennedy is the classic case. Many Left be-

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Ford again, that Ford attempted to spin Reagan as a "progressive" against Jimmy Carter, that Ronald Reagan chose the then liberal Potomacian senator Richard Schweiker to be his running mate, that GOP chairman Bill Brock, a beneficiary of Richard Nixon's southern strategy, is peeling to win black votes, and that young conservative activists—like the aggressive president of the Young Republicans, Roger Stone—inspiring New Right candidates to moderate their campaign appeals.

These Republicans understood that American voters no longer stick to party or ideological lines. In recent years, such issues as the Vietnam War, abortion, gay control, and housing have caused many to break away from their traditional political homes. Indeed, neither such issue appears on the horizon now, the far leftists' revolution. At least on the question of property taxes, voters are likely to call ballies they think will help bring a reduction. At the same of the national debate switches from what government can do to what a state, there's likely to be a subtle increase in Republican support.

The Republicans have won four of the last eight presidential elections by exploiting such issues—and by running moderate, nonideological campaigns. That's likely to be the case again in 1984.

Ronald Reagan

Polls of Republican voters are divided on whether Ronald Reagan or Jerry Ford will be the next president. The national Gallup polls favor a 46 percent to 45 percent lead. NBC puts Reagan ahead, 45 percent to 35 percent. The politicians, however, are not divided. GOP pros are convinced Reagan is the man to beat.

That may stand as one Republican. After all, the former California governor will be sixty-nine in 1984—which would make him the oldest man elected President since William Henry Harrison, who delivered his 441-word inaugural address in a driveway storm, caught pneumonia, and died a month later. All presidential candidates have off days and make misstatements. When Reagan does, his critics will be quick to blame embarrassing senility.

But Reagan's supporters don't believe the age issue will be a crux. They say a vigorous campaign schedule and effective public appearances will cause the problem to fade away. They even use a couple of minor advantages. "If he's noticed on the basis of his age," says one adviser, "senior citizens will rally to his support." "He can always promise he'll only serve one term," notes another, "and will be able to take the rough a little easier to strengthen out the country, without regard to political consequences."

A second possible liability is Reagan's background. Other than his eight years as governor, Reagan's career was devoted to

★★★★★★★★★
Most of the familiar clichés about Ronald Reagan's liabilities turn out not to have much truth to them.

acting. Reagan backers believe that he received as governor is sufficient to counter the inexperience issue. They note that Reagan's governmental experience is at least as great as was Jimmy Carter's when he became President. Nevertheless, some Democrats are still convinced that the people would elect a more active to high office. Which is exactly what Pat Brown (before Reagan lost for governor) and other Californians Democrats once assumed.

Reagan's most serious liability is his identification as a right-winger, and not the mainstream of American politics. Traditionally, candidates identified with ideological movements have not done well in general elections.

But Reagan began working to over come this problem in 1976. That was when his key advisers—led by the pragmatic Washington lawyer John Sears—told him on naming Schweiker as his running mate. It took some convincing, but Reagan quickly became not only comfortable with the balanced-budget idea but also fervent in his defense of it.

Since 1978, Reagan has met with progressive Republicans like Senator Charles Mathias, refused to get involved in right-wing attempts to purge progressives in GOP primaries the even declared to endorse a liberal aide, Jeffrey Bell, in a successful primary challenge to liberal senator Clifford Case of New Jersey, and encouraged his highly pragmatic staff to keep reaching out. In California, Reagan has called on his doctors and businessmen to return Proposition 13 savings to the consumers, and he has not endorsed a November initiative notoriously tearing families apart from teaching jobs.

Reagan's move to moderate is hardly unique. Other ideological candidates—like Barry Goldwater and George McGovern—also tried. But most failed together nomination contests and feared losing it all. Reagan, however, has stuck with his base as a stranger. And so one of his senior advisers pointed out, "Whether or not we have some realists. We're better off without them."

Reagan's record as governor was not viewed as conservative in his sometimes harsh, inflammatory rhetoric. He takes credit for congenial (mental) health at state prisons, an innovative mental health program, an increase in the income level below which state income taxes are not

levied (\$2,000 to \$4,000), and a welfare reform plan that, he says, "raised benefits for the truly needy by forty three percent while eliminating those not in need." Conservative Republicans also note that Reagan signed liberal measures—permitting abortions, establishing withholding taxes, setting up new environmental regulatory agencies—while in office. "He was against class," says a top Democrat, "but he was not a class enemy. He knew how to compromise. In fact nothing radically right really happened in California till Jerry Brown became governor—and Proposition 13 passed."

Finally, Reagan's personality. A confidant recalls that the Republicans' Eleventh Commandment ("Candidates shall not speak ill of one another") was inspired by Reagan's staff, after they realized that many would be likely to attack this approach. "An early article on Reagan said he held the Eisenhower pass," recalls one aide. "We knew the author hadn't talked to Reagan, he doesn't hate anyone—and sometimes that's a problem. It comes to me, period that's right. Ronald Reagan is closer to Dwight Eisenhower than to the ideological firebrands who provide his political base."

Reagan still has problems with GOP pros who question his desirability. For now, he has a steady response. The April 1978 Gallup Poll showed him raising two percent better than Jerry Ford against Jimmy Carter.

Ronald Reagan's friends put the odds at ten to one or better that he'll run for President. They expect that he'll be the "explosive candidate" in early 1979 and formally enter the race later in the year. If he does, he'll enter with some powerful advantages.

"The mood of the country is with him," says David Keene, a 1956 Reagan delegate leader and one of the highly influential Republicans operatives. Reagan aides point to Proposition 13, Anita Bryant, and recent LRA efforts to sign off the trend in their direction. Beyond that, however, Reagan can explain that trend. His use of the media is mostly as his televised addresses on the Panama Canal treaties proved.

Reagan is no weak debater either, as his democratic campaign income. He held his own against William Buckley in a debate on Panama. He also has a national political base broader than that of any other Republican except for Ted Kennedy, say Democrats. "Reagan's army," says a top GOP insider, "is ready to march as soon as he gives the word. He goes people in every town in the country." Direct mail fund-raising should be easy. He also has the right-wing to put his army to work. His aides—Sears, Keene, Louis Nizer, Archie Bunker, and Mike Deaver—are among the best in the business.

If Ronald Reagan moves according to schedule, the theory that Jerry Ford-



★★★★★★★★★ Why would Gerald Ford want to try again? Because he thinks Reaganites would wreck the GOP.

conservatives Bailey and Dardessoff could be recruited, and they're among the best in the business.

But a Ford candidacy requires several more things to happen. Reagan has to flourish; the new faces have to face up to the voters have to turn back to their friendly former President. Many of them are saying he was better than they thought he was, and it seems so inconceivable now, with Carter in office. But having those sentiments into reality and electoral votes won't be easy.

Howard Baker

Political analyst Richard Sussman was recently asked to predict the 1980 GOP nominee. He didn't offer a name but suggested that the candidate will be "in his late forties or early fifties, articulate, a good campaigner, a middle-of-the-roadster, probably but not necessarily an all-rounder. Most important he'll be someone with the time to campaign for it."

On paper, Howard Baker meets most of those criteria—and seems like an ideal candidate. As minority leader in the Senate, Baker has built an effective Republican coalition on such issues as campaign finance, as is the House, he would look back over Carter's southern bias. His voting record is conservative enough to split his support of the Panama Canal treaty that the ideologues would have trouble winning him. Yet he's moderate enough to appeal to the progressives in the party. GOP regulars know Baker didn't ruin Richard Nixon "unfairly" during Watergate; indeed, he earned a lot of respect for the White House. Baker is generally now seen in independent and candid.

The real question is whether Baker is a presidential potential. Successful presidential candidates put their White House skeletons above everything else—and so far, Howard Baker hasn't done it. As for the Panama Canal treaties which were opposed by the overwhelming majority of Republicans, he provided the margin needed for their rejection. And when the administration was in trouble on the proposed South African par sale, Baker again went along with the President. Yet as a moderate Republican he could have gone against new Jewish financial support for a presidential bid.



Baker knew the costs of these moves and had to cover himself by disavowing connections on Panama and securing his support for Israel. But those are liabilities to do the trick. Instead they were viewed, as are many Baker moves, as being too shrewd and too late.

Democrats congratulated Baker for being stateside on Panama and the Middle East. He did the kind of thing his late father-in-law, Senate minority leader Everett McKinley Dirksen, did when he supported John Kennedy's Test Ban Treaty. But Everett Dirksen wasn't running for President. And if Howard Baker is to find to forget congressional politics and develop a former inside among GOP primary voters, his friends may be well they predict that he won't run the reelection in minority leader or will resign when the campaign begins. Baker's problem is that the campaign has already begun.

George Bush

George Bush, former ambassador to the United Nations, former U.S. liaison officer to the People's Republic of China, former Republican national chairman, former CIA director, and former House congressman, is the modern, current, forward-looking Bush. Bush fits the Sussman mold to a tee.

He takes conservative positions on key issues like Panama, but his disclaimer his background (his father was a longtime Republican senator from Connecticut, his grandfather former Defense Secretary Mel Laird) and his resume make him attractive to GOP moderates. Party activists remember his service as GOP chairman—and like him.

Bush is already working hard. He has visited twenty-one states this year. And under the direction of Jim Baker, Ford's 1976 manager, he has put together a well-

regarded staff. Bush can give plenty of hours of money for an initial run. In addition, Bush has a head start, of sorts, in the first primary state, a native New Englander, he maintains a summer home in Maine—and has already made out trip to New Hampshire.

Privately, many top Republicans regard Bush in a light. They note that he's lost two statewide campaigns (for senator) in Texas and question his campaigning ability. "He's a cold fish," says one. Furthermore, they say he'll have trouble winning delegates at his home state. They say George Bush would be an ideal Vice-President for almost anyone else.

These two, of course, the kinds of things they used to say about Jimmy Carter, and a legend of other candidates whose names it can't recall.

Robert Dole

Senator Robert Dole, best known for losing a debate to Walter Mondale in the vice-presidential campaign of 1976, is trying harder than any other candidate. The indefatigable Kansan has visited over thirty states this year, he has made three trips to New Hampshire alone. If Reagan runs, Dole won't—but he has already established himself as the fallback choice of many top Reagan operatives.

Dole is a tough, steady, campaigner (remember "Duncaster wars"). Democrats hate him (which is not a liability in GOP primaries), and his image is decidedly presidential.

But Dole is a good head mixer. "He knows more sources of money in Washington than we do," says a Reagan adviser. His record in GOP national chairman made him lots of friends among the grass roots organizers. Dole is bright—and flexible (he cooperated food stamp legislation with Senator

★★★★★★★★★ On paper, the ideal GOP candidate will be middle-aged, middle-of-the-road, with lots of time to campaign.

George McGovern. And he's driven with ambition. Bob Dole would rather be President, period.

John Connally

John Connally is in trouble with all wings of the GOP. Progressives are worried about his Jewish ties and Watergate tenure. Conservatives fear he's really a Rockefeller Republican. GOP offshooters are worried about how the press and the public will react to his wife, Ferial, and his son. And party workers across the country are convinced he's a true Republican.

"What if he gets it," asked one, "and give the job to all his old Democratic friends?" The John Connally is certain he'd make the best President. He'd have absolutely no problem taking the money for a major media campaign. And such a campaign has an outside chance of paying off. He is the potential candidate to beat on the night that Connally. If he could just get Reagan or Ford or Carter into a debate, mount one Washington address, "he'd kill them."

James Thompson

"Big Al" Thompson, the top-flight assistant governor of Illinois, stands no secret of his desire to be President. As governor, Thompson doesn't have to take positions on a lot of sensitive issues, so he can avoid first indications with other faces of the GOP. Thompson is expected to be redoubled by a wide margin this year.

He is good at attracting media attention. His recent editorial notes are around the country, making him a highly attractive. But a vice-presidential choice. And Illinois is next door to Iowa, which builds one of the nation's first caucuses.

But Thompson, like most first-time governors, is a newcomer to national politics. His understanding of the dynamics of the GOP is limited at best. He has already successfully alienated conservatives with statements critical of the 1976 party platform. His support for judicial and social issues and his opposition to legislation, Lincoln also created problems with the Right, although his hard-line law-and-order stance could overcome them.

What Ben Thompson needs is something. He would prefer to wait until 1984 to



run—but Carter's vulnerability makes that a high-risk venture. He has wanted the presidency all his life.

Lowell Weicker

Lowell Weicker, the Watergate-probing senator from Connecticut, is one GOP candidate with a clear cut, if stretched, scenario for 1980. First, he'll surprise everyone by triumphing in nearby New Hampshire. Then, he'll sweep the Massachusetts and Vermont primaries. After that, mainstream—and a lot of voters from Connecticut—will help him do well in Florida.

A flaw in this scenario is that outside the South, people don't vote along geographical lines anymore. A second flaw is that despite his moderate voting record, Weicker is seen as an out and out liberal by Republicans. A third problem is his personality. He's not bashful, playful, and ungraceful, and he's strongly disliked within the party.

Finally, while Weicker's Watergate record won't gain him good press, it didn't help with GOP primaries. "Most people in the party still think Dick Mader was screwed," explains one, "and they won't give the nomination to the bastard who screwed him."

Darkest Horses

Jimmy Carter decided to make President after he met the major 1972 contenders and decided he was as well qualified as any of them.

The nominations of Carter and other dark horses have convinced many long known public figures that they too should be in the race.

"While the GOP probably won't nominate an unknown (That's not what the people will be looking for after years of Jimmy Carter)," says one strategist,

namers in the mainstream party did will be severely tested. Ronald Reagan would rather be President than prime.

Gerald Ford

"He's living in Palm Springs, he's making God knows what—a million dollars a year." Now you tell me, asks a top official of the Ford Administration, "why in hell would he give all that up to bridge through New Hampshire?"

Jerry Ford filed the candidacy and he likes the spotlight. He told the late Senator Hubert Humphrey he would run again. And what could set him off in Ronald Reagan. He thinks Reagan can't have the presidency, and he believes Reaganites would wreck the GOP. Ford would like nothing better than to stay close of the primaries and have a deadlocked convention turn his way. He's content not to be best Carter—maybe. But for that to happen, Reagan would have to be stopped. And while he stopped him would have to be stopped by Ford. It's not likely.

If Ford wins the presidency, he's going to have to take Reagan on in the primaries. Will the former President, who quit campaigning from the White House Race Garden, interest voters of drooping shaking heads. Writing letters, notes, working plan jobs at a m. in. on cold water moments in New Hampshire? Will he couple contributors to raise the money at \$1,000 or less a crack? Some say so. Ford's schedule now is so crowded in Reagan.

But laying the base for a national presidential campaign is something else. Ask GOP men about Ford's staff, and you get a black eye—he has no real grass roots organization. However, respected California consultant Stan Spencer keeps in close touch with the former President. And pollster Robert Teeter and media



★★★★★★★★★
**It seems unlikely
 that after four years
 of Jimmy Carter,
 the GOP will be looking
 for an unknown.**

Anderson (liberal), who survived a right-wing primary challenge earlier this year and would be looking better than it and conservative control of the party

THE DEMOCRATS

Just as ideological liberals have lost their clout in the GOP, ideological conservatives are no longer relevant within the Democratic party. The real divisions inside each party is not between liberals and conservatives but between the issue-oriented activists and the situation victory oriented pragmatists. The activists across the spectrum of "selling out" and "not compromising anything." The pragmatists refer to the activists as "nuts" who "like to lose." As a result of the Republican and Democratic initial concerns, if not close your eyes and ignore the content of the debate, you'll find that in both Reagan Republicans and McGovern Democrats saw a lot alike.

But within the GOP is a party of mud. While the Democratic party is primarily a coalition of interest groups, it is dominated by contraband—blacks, Hispanics, Jews, blacks, liberal labor unions, regular labor unions, farm-farmers, party reformers, party reformers, and so on. The black individual and Democrats give their first loyalty.

Jimmy Carter

Jimmy Carter is a deep trouble with all of these groups. The black issue of a large number of cities recently conflicted to me that "blacks have had it with Carter."

Voter turnout in 1980 is going to be bottom. The president of a major AFL-CIO (the "Carter" crisis) that "Carter isn't really a Democrat." A California Clinton activist says, "Jerry Brown understands Clinton too better than we do James Carter." Feminists blame Carter for the loss of a federally funded shelter. Party reformers are infuriated with White House attempts to change the 1980 delegates selection rules. Party reformers complain they're being ignored on patronage. Farmers are anti-peace people and apologetic. And Jewish Democrats are unimpressed.

Much of the dissatisfaction comes from the fact that Jimmy Carter, according to historian Arthur Schlesinger Jr., "the most conservative Democratic President since Grover Cleveland." The nation's



most angry to be conservative, but Democratic interest groups (mainly Jews) And a conservative (most) what Carter did in 1976. Because he had been a governor rather than a senator, he had not had to vote on many controversial national issues. Carter was careful in accepting his appointment to questions according to his audience. And because he was from Georgia, liberals didn't hold Carter to the same standards they applied to candidates like Morris Udall and Birch Bayh. Carter was barely criticized for his past support of right-to-work laws, the Vietnam War, and capital punishment. His pledges to bring about national health insurance, reduce foreign arms sales, and cut back on Reagan spending were taken at the other.

Assuming Carter needs reelection, he'll need Democratic interest groups, and the fact that so many of their leaders find fault with him indicates the trouble he is in. But that they find fault with him, not for its abolition, reveals the one issue he has left—none; even his support critics aren't ready to go public yet.

Proposition 13 alienated many people that the most of the conservative vote (the "Carter" crisis), as Carter's image has grown more conservative, his approval ratings have dropped. They feel that the chances of most liberal elites to beat Carter and win in the fall are slim. The strongest potential candidate, Edward Kennedy, then trademarked technology to his supporters—but he may not out. And Proposition 13 could squander Jerry Brown out of the race.

Most Democratic critics also feel Carter might still win things around in the election, at one point, "if you beat your bridges when you don't have to." The interest groups have to be dissatisfied with an incumbent President, and cutting off access to him now just doesn't make sense.



His dissatisfaction with Carter is high. He ran as an outsider (which he was hardly so from the White House), and has been inside the Democratic party is small "I know Kennedy people, Jackson people, and McGovern people," says a top issue official. "But I don't know any Carter people." If Carter is challenged, he'll need to find some.

A challenge to an incumbent President has become more the rule than the exception in recent years. Despite the fact that no Democrat has dared to go as yet, a number are in various stages of mulling it over, outrightly planning to make this challenge or even halfway preparing for a run. Among them are the following:

Edward Kennedy

"Taddy is Taddy," a leading Democrat says. And because he is, everybody says now he could be—or will be—President someday. Some even are signs of campaign. In recent weeks, Kennedy has been to Detroit to speak to the U.S. Conference of Mayors, Mississippi for a visit to the campus of Ole Miss, with Senator James Eastland at his side. The weaknesses per in Democratic candidates is conservative Kansas say he's the only national figure they want to campaign for them (Carter). "No way" in the response.

Kennedy's leadership in the fight for national health insurance coincides his relations with labor and liberals. He's voted against jet sales to Saudi Arabia solidified his Jewish support. His upcoming chairmanship of the Senate Judiciary Committee will strengthen his image as an investigative and effective legislator—and create scores of potential staff openings.

A Senate floor speaker, Ted Kennedy wants to be President. He thinks Carter's slowing steps." And Kennedy

★★★★★★★★★
**In both parties, the
 real split is between
 issue-oriented
 activists and victory-
 oriented pragmatists.**

knows that the polls—and most survey politicians—say he's beat the President for the Democratic nomination.

Kennedy also beats Ford and Reagan in the polls. But he'd face a tough, mass general election campaign, one in which his personal life could become a major issue. Kennedy could win anyway, but it would be much harder if he first had to face a series of bitter primaries. (Top Carter aides believe that John Kennedy's recent public revelation of her past alcoholism was a calculated effort to put Kennedy's personal problems behind him.)

Kennedy favors state (1) The really smart money and conventional logic hold that Kennedy will win for 1984. But the same smart money and logic hold Robert Kennedy would never run against Ronald Reagan in 1968 (Kennedy suffered years later) Like his late brother, Ted, Kennedy cast his votes on how by if Carter is in trouble and if under Democratic rule the race, Kennedy may be compelled to more. "One thing is for sure," says a friend. "Ted thinks that Jerry Brown's a asshole." Another thing is for sure too. Kennedy doesn't want any other Democrat ahead of him in line for the White House.

Kennedy's intention is more complicated than was Robert's. New Democrat is rules, designed by Carter operatives to bring a Kennedy candidacy, shorten the primary period. The new campaign-finance laws will force him to take and raise the money (although one can still get unlimited funds into his own campaign). It's going to be tough to enter after New Hampshire.

But a decision to enter before New Hampshire would be a sure disaster. "There are too many uncertainties," says another close Kennedy ally. "The best Ted can do is to be ready." He is.

Jerry Brown

A few months ago, the secretary seemed of Jerry Brown would easily be selected and confidently take on Jimmy Carter for the Democratic presidential nomination. "He'll do it, damn it," a top California Republican says. "He's got the name, but he's smarter than he appears to be."

Most California politicians still see Jerry Brown as smart, but for some reason they also believe he's too conservative. First, he



opposed Proposition 13, and despite his postelection determination to adhere to the will of the electorate, it is a movement that he still faces. Second, his opponent in November's gubernatorial election, Evelle Younger, doesn't offend anybody. Younger was the vote of anyone who broke like Brown for any reason—class conservatives, who oppose Brown's lifestyle, to businessmen, who dislike his regulatory agency appointees to building firms, to liberals, who think Brown is too pro-environmentalism, to liberals, like the southern California executive director of Americans for Democratic Action (ADA), who want to protect Brown's conservative fiscal policies.

In recent American elections, when one candidate becomes "the issue," the candidate often loses. In 1976, Jerry Brown is "the issue."

But if Brown does win—and a victory now, by any margin, would be impressive—the battle is far from over. It is that he'll start opening Pennsylvania Avenue again. Brown clearly is willing for a battle with Carter. "I don't want to every primary in 1980," he tells visitors. "He can take it," says a friend. And Jerry Brown is not the Zen spirituality he's made out to be. He is his father's son. Before he went into the assembly, Brown studied and learned traditional Democratic politics from his father, a two-term New Deal-style governor of California. In the last year, Brown has been solidifying his ties to appointed labor. He named state AFL-CIO chief Jack Henning to the Board of Regents. He then convened a school AFL-CIO political chief at Berkeley. And twice, he's wonned AFL-CIO leaders in national conferences. Brown has built his credibility with unions by appointing a mixed number of blacks and Hispanics to judicial positions. Permits appreciate his



★★★★★★★★★
**A colleague says:
 "Ted Kennedy wants
 to be President —
 he thinks Carter's
 blowing things."**



stand for state-funded Medicaid abortions. Environmentalists and consumer activists applaud his regulatory agency appointments. And the Jewish community, which at this point might be for anybody but Carter, is convinced that Browne is soundly pro Israel.

With financial support from American Jews and the environmental industry, Browne could establish an effective fund-raising network. His key advisers, particularly environmental chief Tim O'Brien, who ran his 1974 election campaign and now the media made out, have spent the last year building contacts with key Democratic politicians.

None of these resources is lost. But none will count unless Browne first cleans up his problems at home.

Daniel Patrick Moynihan

Pat Moynihan, the Democratic senator from New York, thinks he's screwed himself. Moynihan believes that he pulled Carter into the presidency, on his contacts, in 1976. And if Carter had lost New York and the presidency, Moynihan feels he'd now be on his way to the White House.

After the 1976 election, Moynihan responsibly put his presidential ambitions on ice, but Carter's drop in popularity can't help but remind him. His strong ties with the Jewish community and organized labor guarantee him a financial and organizational home within the Democratic Party.

His biggest problem politically is with the liberals, who see supporters of his long-time foreign policy views, and blacks, who remember his call for "brown snakes." But Moynihan has attempted to rebuild his ties to the left. He rejoined the ADA and voted down the law with its revision on the abortion issue.

"For it flexible," says a longtime associate. "He flew down to the board meeting of the Americans for Democratic Action in late 1967 to support Gene McCarthy for President, and two years later he was working for Richard Nixon. But Moynihan may now have the self-discipline and twenty-four-hour drive needed for a presidential campaign. His political supporters, within the Democratic party, see regulars and would be willing to lead an anti-Carter challenge from the beginning.

Nevertheless, Moynihan is capable of surprising people. He could again.

Walter Mondale

Vice-President Walter Mondale will stay where he is if Carter runs for reelection. But if Carter withdraws, Mondale is almost certain to seek the nomination.

In a Democratic primary, Mondale has some assets Carter doesn't. He has closer ties with the traditional Democratic activist groups—particularly the black leadership, the Jewish community, organized labor, farmers, and liberal activists. All of these groups would prefer Mondale to Browne, but then of course prefer Kennedy to Mondale. Mondale also has a shiftable political will.

Mondale's main problem would be Carter. If Carter withdraws for political (rather than for health) reasons, Mondale would be identified with his program and policies. And he'd face the difficult choice of defending an unpopular President—or looking like a traitor to his base.

As a fundamental, easy question whether Mondale is dumb enough to do what's needed to win the presidency. In 1976, he withdrew (after he had an excellent chance to stay) because he didn't like putting up with the problems of campaigning. Mondale was his vice-presidential pick. He didn't win a fight, he was first appointed to the U. S. Senate. Before that, he was appointed state attorney general. "He hasn't exactly cleared his way to the top," says one friend. "His too traditional, too sure," says another supporter. "He's untested in talk, but he lacks the killer instinct."

OTHER DEMOCRATS

Senator Frank Church (Idaho) has lost Carter in several late primaries in 1976

and would like to be President. An chairman of the Senate Foreign Relations Committee next year, he'll have a powerful Senate—particularly if Carter sends troops to Africa or does some other such thing. Church isn't likely to enter that isn't he counted out.

Senator George McGovern (South Dakota) was the first leading Democrat to attack Carter. McGovern's fund-raising making list is six years old, but it's still profitable. McGovern, who will be up for reelection in 1980, hopes that Kennedy will challenge Carter, but if no one else does, and he is convinced that there's an opportunity, McGovern might run.

Former candidates Senator Henry Jackson (Washington) and Representative Morris Udall (Arizona) also will have presidential ambitions in their third—and number of them has very good laws for Jimmy Carter.

Senator Gary Hart (Colorado), who ran McGovern's presidential campaign, will also be up for reelection in 1980. He would be among the first to perceive—and grab—a chance to move higher.

Senator Dale Bumpers (Arkansas) is the most progressive southern senator and is highly respected in Washington. But Bumpers is confused—and incorrectly so—about serious problems with organized labor by his failure to support moves to end the anti-labor law reform filibuster at the Senate.

The handsome thirty-five-year-old Senator Jay Byrd (Delaware) wants to be on the list of potential candidates.

Finally, of course, there is that unknown congressman I have named. He's full up with Carter. He has a trial of his career job. And he says it's time for a change and a challenge and a change.

If Kennedy, Browne, Moynihan, and all the others stay out, he may become the alternative for everyone who is angry at the President. Stranger things have happened. And will. —

PHOTO BY MICHAEL O'NEILL FOR TIME



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From the Crystal Palace to the Beaubourg, the new industrial aesthetic comes home in *HIGH-TECH*, by Joan Kron and Suzanne Slesin

The industrial architect was born in 1831, where his Joseph Paxton, an engineer and botanist, using greenhouse construction system, designed and built the vast Crystal Palace (see note below) in just a few months, one year a hall for London's Great Exhibition. A forerunner of prefabrication and systems building, the Crystal Palace also marked the beginning of an exposed structural archetypal visible in the Centre National of Art et de Culture Georges Pompidou (NIGHT), built in Paris, in 1977, by architectes Frank Gehry & Herzog.



HIGH-TECH

Esqur will publish several excerpts in words and pictures from *HIGH-TECH*, a major forthcoming book on the importance of industrial style in today's home furnishings and domestic architecture. These pages examine the nature of the "industrial aesthetic" and tell where the style comes from. Later excerpts will report on industrial design solutions to specific problems: lighting, storage, furniture, hardware, structural elements, and the like. Joan Kron is a former reporter for *The Home Section* of *The New York Times* and former senior editor of *New York*. Suzanne Slesin is a senior editor of *Esquire*.

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Something is happening in home furnishings. Instead of velvet, mirrors, pads are being used as upholstery; instead of crystal chandeliers, who-to-remember factory dome lights are hanging over dining tables, in place of tack wall units and brass candelabras, steel wardrobe shelving is holding the books in smart living rooms; and in the bedrooms, where gold-plated mirrors or chrome suggest once-regined elegance, hospital facials have now caught.

Some people call this phenomenon the industrial style, but we call it high-tech. High tech, a play on the words high style and technology, is a term currently used in architectural circles to describe buildings incorporating prefabricated, or "off the rack," building components.

For instance, when a residence sports open-work steel joists, corrugated

aluminum siding, roll-up loading-dock doors, and/or steel staircases—components more commonly used in the construction of factories, warehouses, and schools—it's called high-tech.

High-tech is also used to describe buildings with a technological look: the Centre Pompidou d'Art et de Culture Georges Pompidou, in Paris, a cultural center that has been likened to an oil refinery; the new Seaquarium Centre, in Norwich, England, a cultural center that has been compared to an airplane hangar; and the Occupational Health Center, in Columbus, Indiana, which has been described as looking like a boiler room.

HIGH-TECH moves one step beyond this architectural auto-and-bots

definition. Taking license, we have expanded an existing to describe the parallel trend in interior design: the use of industrial industrial equipment and materials, out of context, as home furnishings.

While those who bury their heads in fringed and flowered throw pillows might consider it a bid or a farce, we see the appropriation of products originally created for use in warehouses, factories, hospitals, schools, and offices—products that some people would no more consider using in their homes than they would wearing sneakers with a tuxedo—as a clever trend.

Engineered rather than designed, the myriad stores of commercial and industrial equipment turning up in homes today were originally produced for utilitarian purposes, often with no thought given to style. Form followed

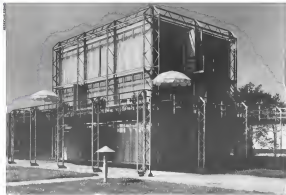
function—not for aesthetic reasons but for efficiency, economy, and safety.

The gridded "movies" grids prevented damage to goods and claims against the company; factory light fixtures were designed for performance, not looks—a fluorescent light on the assembly line could travel in a hand being cut off; hospital nasal shelving was developed to support the large inventories of a burgeoning consumer economy; and the distinctive shape of a hospital faucet handle was the result of new antibiotic procedures.

But today, architects and designers are looking at these functional objects with new appreciation. They see value in the fact that many of these products are well designed (although unglamorously), having evolved through



Paris's 1889 high Eiffel Tower, built for the 1889 World's Fair, was the embodiment of the industrial aesthetic.



Above: The Crystal Palace was built in 1851 for Chicago's Century of Progress Exposition by George Fredrick.

Showered in glass, the Crystal Palace was supported by an exterior framework of steel trusses reminiscent of scaffolding.

Bridges, train sheds, and at some scale, the Crystal Palace.

a process of invention, modification, and improvement, and that they are readily available. In addition, many of these objects and materials are cheaper than comparable merchandise that is custom made or available through decorator sources. And when merchandise is not cheaper, it is usually more desirable.

This ad hoc appropriation of utilitarian equipment and materials is not limited to home furnishings. A society that once bowed to the work ethic is now embracing the work aesthetic—all across the cultural board.

In fashion, we see the adoption of work clothes—blue jeans, overalls, army-surv gear, hiking boots, lab coats, aviator glasses—in everyday apparel. The work-clothes movement may have started as counterculture fashion, but today it's over-the-counter fashion in establishment stores worldwide.

In personal transportation, we are seeing people who can afford Mercedes or Cadillac trading down to vans and pickup trucks. Among the fastest-moving properties in real estate are the industrial belts vacated by light-manufacturing companies that are now being converted to living spaces.

In retail merchandising, one of the newest phenomena is the expensive freestanding restaurant kitchen equipment. Even department stores are beginning to sell professional cooking equipment. And in the kitchen appliance market, the restaurant range, although not cheaper, has replaced the built-in double oven as the status appliance.

Simultaneously, in the design universe of boutiques and restaurants, the city-wearing person slinking in to what will be selling out to year for magnum rooms), the latest nostalgia theme, which supercedes art nouveau, art deco, and the Cassandre look, is what might be

called George Mouxy modern. The visual symbols of this decorating style are construction site scaffolding, yellow warning lights, neon-at-work signs, and a hard hat on a hook.

The Sandwich Construction Company, an entity in North Carolina, is one example of this pop-tech version of the industrial vernacular. It features factory lights, drop cloths, gloves in the palm, and even a door up like bleachers. But high-tech can also be more black, harder-edged than blue collar. One group of New York interior designers places "equipment" against paneled-down, modified backgrounds covered in factory grip industrial clamping. In their hands, direction arrows, restaurant table bases, drafting lamps, and lab coats and chairs take on a private dimension, totally devoid of sentiment or pop overtones.

Why, you might ask, in the paraphernalia of industry (which we never intended for industrial and being used as home furnishings)? There are numerous explanations. You could call it the nostalgia of a postindustrial society (electronic technology leaving the machine into an art form, as Marshall McLuhan hypothesized), a throw-back to the Bauhaus (a German school of the arts, founded in 1919, dedicated to making well-designed furnishings for mass production), the fulfillment of Le Corbusier's ideal in the 1920s that the house should be a machine for living furnished with equipment, the pragmatic solution to the high cost of custom craftsmanship, the logical follow-up to such things as the urbanism of the 1960s and the do-it-yourself and back-to-nature movements, or you could call it industrial chic—and there are those who will—or all of the above.

Certainly high-tech has its roots in industrialization and prefabrication—the first important example of which was the

Crystal Palace, built in London, in 1851.

Not hard to come an appreciation of utilitarian objects; they were desired in the nineteenth century, but we learned to love them in the twentieth century. A series of exhibitions—in 1906, in Dresden, 1925, in Paris, 1927, in New York, and others in between—helped foster a new taste for equipment and machine-made products. The movement was finally crystallized in 1934, when the Museum of Modern Art staged a Machine Art show and founded its influential design collection, a shrine to the appreciation of product design.

It is now that what was once a means of production has finally become a consumer product—the radical bent tubular Bremer chairs designed at the Bauhaus (they were the symbols of a better life through mass production) are the status symbols of the elite living room, the "good design" Eames chair is copied and sold at countless stores—it is time for us to discover the more humble and more unassuming designs of the machine age.

However, even if you are ready for this stuff, where do you find it? We are limited by what stores and manufacturers offer us. Many manufacturers have two catalogs: one for industrial users and one for consumers. Often the only difference between them is that the consumer version is juiced up while the industrial version is single and straightforward.

Inevitably, as designers and consumers become aware that there can be more for less, depending on how you look at it (a bedroom furniture than pink, blue, and denim can, industrial lines will find their way to the marketplace through existing channels or through new ones. When that happens, high-tech will be more than just an avant-garde word—it will be a bona fide major style.

Right: In 1949, architect Charles and Ray Eames built their landmark Santa Monica home-studio, incorporating exposed open-web steel joists, prefab

steel decking, and factory-style windows. It was revolutionary to assemble a house from so-called off-the-job industrial parts commonly used to build factories.

Another house in the high-tech style is the de Breteville-Simon house, a two-family dwelling built in Los Angeles. The two residences are united behind a continuous 124-foot wall of corrugated aluminum and fiber glass panels, which has been notched in the middle for the two entrances. A descendant of the Eames house (page

40) the de Breteville-Simon house is also similar to the Scholte residence (pages 48 and 49) in its use of prefabricated industrial components, which include railings, paneling, decking, and open-web joists. Two balconies run the length of the house on inside one for circulation and an outside one that shields the house from the sun.



Above: Prefabricated components are used for the de Breteville-Simon house, a Los Angeles two-family home.



Above: Inside the de Breteville house, bronze and yellow form-black furniture play off against a pink steel rail.

In 1977, German architect Helmut Schulitz built a prototype house for himself on a forty-acre cliff in Calaveras Canyon, Los Angeles, that was thought to be unsuitable. The building's steel frame was erected in two days, and only those components that fitted into his modular grid were selected. "I wanted to minimize on-site labor by assembling the rest of the house, prefabricated parts," said Schulitz. The windows, open joints, and aluminum panels of the facade, the steel stair

results, and the steel decking used for ceilings, kitchen cabinets, and the fireplace are some of the prefabricated components interlocking into what has been described as an "erector set house." Working also as the house's contractor, Schulitz built the 2,500-square-foot residence for \$76,000—\$30 per square foot. His plan is to apply this method of construction—and the aesthetic—to larger developments. "In the future," he said, "all buildings will be built like this."



Above: The brightly colored Schulitz house stands out on a steep ridge in Calaveras Canyon, Los Angeles.

Right: The exposed fireplace flue becomes a design element in the house by architect Helmut Schulitz, an associate professor at the University of California, Los Angeles.

Far right: No attempt was made to hide the open-web joints on the ceiling.



Below: An astronomy dome pops off a suburban Chicago home now called House designed by Stanley Tigerman & Associates.

The metal-and-glass house pictured below is not your typical suburban Chicago house. It was designed by Stanley Tigerman & Associates, a Chicago firm, for a family of five and completed in 1975. Its industrial look is the sum of its exterior parts—an astronomy dome, modified roll-up garage doors, Alcoa's aluminum-facade

panels, and ripper-gasketed windows. With the exception of the glass, the dome has traditionally been associated with airport police buildings or mosques and more recently with grain silos and astronomy labs. But just as the factory look has been co-opted for residences, the symbolic dome has been appropriated too.



his flat-roof steel-and-glass house built in the early 1970s in Wuerbach-Sonnenberg, Germany, by German architects Christ + Christ, is a simple rectangle with rounded corners. Movable walls in the corrugated-steel facade panels, cross bracing, and two-story high picture windows—more commonly associated with commercial buildings—give the house an high-tech image.

Right: A German version of the high-tech style—a house in Wuerbach-Sonnenberg by architects Christ + Christ.



These houses have astronomy domes and loading-dock doors



the corrugated-steel solar house, above, designed and built by new architects Michael and Ellen Jantzen, has one half of a prefabricated sky dome for a roof.

Above: Michael and Ellen Jantzen, of Carolye House, built their own weekend solar house out of prefabricated parts.



Where dining, a resting, cleaner's rack, a surgeon's sink, a detection mirror, restaurant food-storage drawers, slatted-angle shelves, a doctor's sink, hospital doors—these are some of the high-tech furnishings used by designer Joseph Paul D'Urso, reflected above, in the New York apartment shown on these pages. "The best design work in this country is in the industrial sector," says D'Urso, whose subtle blending of industrial elements has brought recognition to and respect for the "industrial style." He admires products created for transportation and buy-back because of their quality, because the materials are easy to maintain, and because no attempt is made to satisfy anyone's sentimental preoccupations. D'Urso always takes "the logical approach." People have called it style "à la prior to think of it as an attitude, a vocabulary. For me, design is problem solving. The objects don't mean anything as and of themselves. They only take on importance as the way they are combined."

Above, left to right: The doctor's sink, a resting rack, a dry cleaner's rack, a surgeon's sink, a detection mirror, restaurant food-storage drawers, slatted-angle shelves, a doctor's sink, hospital doors—these are some of the high-tech furnishings used by designer Joseph Paul D'Urso, reflected above, in the New York apartment shown on these pages. "The best design work in this country is in the industrial sector," says D'Urso, whose subtle blending of industrial elements has brought recognition to and respect for the "industrial style." He admires products created for transportation and buy-back because of their quality, because the materials are easy to maintain, and because no attempt is made to satisfy anyone's sentimental preoccupations. D'Urso always takes "the logical approach." People have called it style "à la prior to think of it as an attitude, a vocabulary. For me, design is problem solving. The objects don't mean anything as and of themselves. They only take on importance as the way they are combined."

Above, center: The doctor's sink is a revolving rack enclosed in a clear acrylic frame. From the White Machine Company (250 Broadway Avenue, Kew-Forest, N.Y. 11412) and measuring about one by four feet, the revolving clear rack costs \$2,000 installed. Cylindrical faucet from J.R. Moore Inc. (1648 Union Avenue, Brooklyn, N.Y. 11236) at

about \$10 a foot for a three-foot-high faucet, \$3 a foot for a six-foot-high faucet, not including labor.

Above, right: There is also a doctor's sink, a revolving food-storage rack, a surgeon's sink, a detection mirror, restaurant food-storage drawers, slatted-angle shelves, a doctor's sink, hospital doors—these are some of the high-tech furnishings used by designer Joseph Paul D'Urso, reflected above, in the New York apartment shown on these pages. "The best design work in this country is in the industrial sector," says D'Urso, whose subtle blending of industrial elements has brought recognition to and respect for the "industrial style." He admires products created for transportation and buy-back because of their quality, because the materials are easy to maintain, and because no attempt is made to satisfy anyone's sentimental preoccupations. D'Urso always takes "the logical approach." People have called it style "à la prior to think of it as an attitude, a vocabulary. For me, design is problem solving. The objects don't mean anything as and of themselves. They only take on importance as the way they are combined."

Right: In the kitchen, slatted-angle elements support the shelves. That material usually comes in bundles of ten pieces that are ten or twelve feet long, from \$40 to \$80 a bundle. Sink in the yellow pages under Slatted Angle Materials for lots of mirrors.

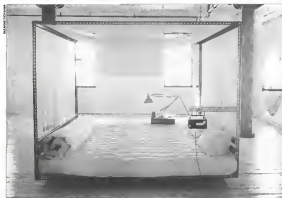


In an record a half year. Ted Biskwell III, right, a St. Louis architectural designer and real estate developer, camped out in a warehouse that he furnished with industrial elements. "It was an experiment in low-energy, low-cost living," said Biskwell, who admits he is strongly influenced by space technology. His industrial campaign brought a new perspective to every conventional aspect of daily life: the front door is still to save best look, vaulting (made of foam boards inspired by the foam pits Biskwell used to land in when he was a pole vaulter), the bed (recycled scaffolding) and the bed's canopy (a surplus parachute), among other things. Biskwell's only regret is not having salvaged parts arriving for the first time. "Some people keep their homes and sleep in a trailer apart from the shock," he observed. "Those types were horrified. But others," he said, "loved this space."

Right: Ted Biskwell III resting in his winter sleeping area, a fifteen-foot-high structure made from recycled scaffolding.



A bed of scaffolding; another of slotted angle — bolted together



Bolted angle is an expensive system of steel L-shaped strips perforated with a pattern of horizontal and vertical oval-shaped slots reminiscent of an exercise set. It's ideal for building beds, shelves, tables and

partitions. Sometimes sold by weight, slotted angle comes in bars or bundles complete with nuts and hex head bolts. The pieces can be cut with a hacksaw or power tool or with a angle cutter made from a local industrial shelving supplier.

Above: an architect from Weymouth and Peter Coomb of Redwood Design used 1,000 yards of slotted-angle materials to build a room with four poster beds.

Coming in succeeding issues of Esquire:



Structural elements: Circular steel stairs, supermarket doors, warehouse mezzanines.

Storage: Lockers, bins, and pick racks.

Furniture: Hospital beds, restaurant tables, bucket seats, I-beam tables.

Lighting: Theater, photographers', and factory lights.

Materials: Dock plate, mowers' quilts, subway grating.

The works: Professional ranges, Con Ed barriers for towel racks, blood bank refrigerators.

Finishing touches: Laboratory glass, pig troughs for planters.

"A lot of search firms feel they've been exploited," adds a corporate personnel director. "They've had people with fancy diplomas and big buildings focused on them. When they've passed these guys on to their clients, they've often been horrified to hear about what they've actually been doing."

[illegible]

not efficient because they do not dispense the high per cent bonuses. But they question hers. "Executives at all but the personnel men," fiercely with another job assumes questions if How can they the outplacement itself help would have a hard time in their statistics," says Con personal director Robert

Because the corporate the tale the executive

According to the outplacement. The personnel large company says he is former employees who placement firms advise not to did up any first hands and took off on their

Then why do outplacement as so much? Says a recent they less interested in a job the pay gets than the the salary off their busi

placement firms' back

But the bad feeling be crovators and the outplacement is no argument over the quality of outplacement and is quite worried that they to get it out of business

Fox of Executive Pay firms don't like us because we're taking fire from the men in a job, that most but a few from the somebody to fill that job gets for free something the had to pay for. Even worse worry that outplacement companies on their business going into the search business. A number of out Dravis-Dean & Associates recruiting.

Recruiters can also cause conflicts of interest in businesses. An outplacement corporation to help find someone, they must interview to collect a fee. providing the same person to returning the firm to can

"When we underwrite an adds Carl Meek, president associates, a large search firm client we will personally evaluate everyone we presented someone a placement role, how cost from impartiality." Dravis-Bevrose Beam claims, "We functions very separate would create other problems upon the benefits. Many of the search firm of Wh associates, doubts whether functions separate is possible work both sides of the fairly. The Association of crating Consortium, can

Why do corporate outplacement people think you want to get monkey off their backs?

Forbids search firms placement

Outplacement companies, search firms have on fact placement bureau is, of course, a major competitor. "I mean firms," Corporate Outplacement firms who do it themselves to help out the executives. Search firms do.

Despite their strong of practice, however, a number of search firms actually come getting into outplacement. In 1978-79 recession, a time when few were hiring a lot of people were being laid off. The recovery started in 1980. Today if their clients had not been laid off, they would not have been laid off. "I said, 'If you want placement, be an outplacement firm to find search firms.'"

As to the outplacement dilemma from executives that they have recently been laid off, another problem. They are usually still competitors for retail firms, because they have traditionally sought to be in the company where you are now expanding your business.

The retail firm they say about a Performance Improvement Program (PIP) in January. Garberg, a former marketing executive past few years, it has been largest executive employers in the U.S., such as IBM, General Electric, an annual volume, needs of over 100 million.

What really sets PIP everyone else is its employee, mass production, a lot of people doing the same problems such tasks in themselves. The outplacement advocate, An PIP, Garberg all of the work necessary launched. We do all the work of the company, the new business, the PIP, the

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cause of his tendency to grow up in a suburban pos-
tance, it's complete a work-
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week. "Nothing except a few
cents," he says. "I don't
know the company's salary
amount data, including
senior executives, about
company."

One person in a good po-
sition at this company is David
who is CEO or chairman
placement consultant
for some 500 GEI
"Thankless letters were
sent to Father and Sister,"
he says. "I don't know
now. It's pretty you know
help job. I tell my people
they should spend joyfully
time. They should then go
percent writing to companies
and the vice versa. I don't
the promising five percent."

The reason is that David
avoids the personal prob-
lem to meet the special re-
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for senior positions, corpo-
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is a business man.

Bob Gerberg's avowed
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would be another failure?

If I were that man, I'd
be the best news right about
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CEO's services right

[illegible]



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original 1900s date, \$45
including chain at The General
Store, Beverly Hills,
California; Bergdorf
Goodman, New York.

Photograph by John Podes



Keith Probst ranches in Colorado and wishes the government would keep out of agriculture.

Some ranchers know they'll have to leave the land altogether just so the President might gain a point or two at the polls. It makes them plenty mad.

American Beef! Steaks Are High, but Ranchers Are Down

by Geoffrey Norman

At a meeting of the Colorado Cattlemen's Association, a lanky man with lustrous brown skin and thin, wavying lips calls President Carter a son of a bitch in tones that let you know unambiguously that he still thinks these are fighting words. "We don't ask for a damn thing from the government except to be left alone. But just when we start to make some money for the first time in four years, Carter steps in and says no. He's nothing but a goddamned peasant farmer." From the way the men say it, you have to think that there is something suspect about peasant farming. That it is like hawking, or something. That it ain't really "peasants are the most heavily subsidized crop in the country. Carter got rich off the government."

The man Barry represents the feelings of the cattlemen who are gathered in Lamar for meetings and speeches, a barbecue, and a show that features authentic Indian dancing. But just about everybody

Geoffrey Norman is *Esquire* magazine's outdoors editor.

else in the country is mad about beef, too—shoppers who watched the price jump 4.5 percent a month during the spring, restaurant owners, local butchers and grocers. At a small grocery back East, a friend proved to me with anecdotal meat scales that he is losing a penny a pound on hamburger every dollar he takes out for his overhead—and he was getting complaints from agitated customers at that price.

But Americans love to eat beef. From the best steak houses in Manhattan—places with names like *Frankie and Johnnie's*, the *Tates*, and *Chien Chien*—to the cheap bistros with names like *Red Ribs* or the *Sixteen Saloons* that you see in every self-respecting town or airport city to the budget places for families that only get out once a month for a meal and a burger—places where you get a 10-oz., a baked potato, and a lettuce salad served cafeteria style for 35—Americans eat beef with a passion that is truly carnivorous. There are the billions of McDonald's and In-N-Out hamburgers, all these chuck roasts, pot roasts, and shanks wrapped in cellophane, the supermarket meat cabinets, hamburgers, charcoalled in backyard across the land. Americans eat

154 pounds of red meat a year for every man, woman, and child. Lately the figure has gone up sharply.

So when President Carter and his advisers decided to move against inflation, beef probably looked like the most noticeable target available. The price of beef, after all, was rising faster than most other prices. By lowering the price of beef, or at least slowing the rate of increases, Carter would be helping the consumer directly. Also, according to the press, this price decrease came at a time when President Carter was getting poor grades in the polls and was being urged to act more forcefully.

So in June he took a simultaneously drastic and expedient step and allowed an increase in the quota of imported beef. It amounted to about 200 million pounds of New Zealand and Australian beef. But the impact on the beef market was profound. Consumers were alerted and began substituting other foods for beef. Producers, consequently, cut back. The price of live cattle dropped ten cents a pound—almost sixteen percent—in three weeks. It was a short-term victory for Carter and the consumer. But for cattlemen, it was a disaster.

Around the fences, feedlots, and ranches of western Colorado, there was a feeling of bewilderment. Men who had kept hardy to the cowboy lifestyle for three straight years, taking real losses to keep small farms and ranches going and the price of beef near as high, felt betrayed. They knew they might have to get out of ranching altogether so that Carter could give a temporary point or two at the polls and the spoiled shoppers in the city could have a free ride.



Despite a modern, mechanical operation, Probst says he can lose \$40 every time he sells a steer.

It is this knowledge—the certainty that cattlemen will be forced off the land for the sake of voters—in much as anything that fuels the resentment. The land is important to these men in a way, they feel, that nothing in this world is to a politician or to money-hungry politicians. They have made the land produce, and it has kept them and their families along for generations. To be forced off, to see their land of operation go away to huge corporate farms owned by money and oil interests and operated at a shrewd loss for tax purposes and with no regard for the real values of ranching—this is almost too much to bear.

Keith Probst is known out among some of the more shade trees along the Delta River, in northwest Colorado. The town was founded by his ancestors, who came to Colorado a few years after the Civil War had soiled things for them back East. These men are as true as all when they say:

"Buffaloes!" Probst says. "There were thousands of them back then. What they didn't eat, they trampled. There wasn't a tree anywhere in the Great Plains."

Probst is president of the Colorado Farm Bureau, an organization that traces to

the best land at use for farmers by keeping the government out of agriculture. Probst is fifty-three and has the weathered face and the square of a lifelong teacher. He also has a broad and engaging smile. Whereas most ranchers are tight-lipped and made by raising a corner of the mouth, Probst breaks out in teeth—one of them gold—when something strikes him funny or he recognizes a friend.

"I can show you the figures on paper," Probst says when I arrive. We sit in his living room, pleasantly furnished and neat in the best of late June. Probst has scribbled columns of numbers and averages on a sheet of paper that he holds in his hands and spreads out on the coffee table. It is a breakdown of his costs down to the way a grocer would do it, or a boutique, or a private university. "Here is what it costs me to feed a calf. This is for my overhead, interest, labor. Disinfectant. Veterinary. Figure all of that out, and here is what I have to sell a steer for, live weight, just to break even." The figure is fifty-four cents a pound. About five cents more than he can get that morning on the market. Every time he sells a steer, he can lose \$40.

"But maybe," Probst says, "you can get a better idea of what those numbers mean after we've taken a look around." So we climb into his Soviet and drive out to the range.

There are eight windmills on Keith Probst's 10,000 acres of range. They turn monotonously in the steady Great Plains breeze that blows down from Wyoming, providing all the water for Probst's cow-calf operation, which is running at about 400 animals this year. He had planned to increase the herd, but after Carter's de-

cision he is not sure he will.

"Twenty acres of this land will support one cow and calf. It's been the two-and-a-half-year rule," he says. "So I could get up to five hundred animals if the price was right. But it's hard. Politicians go with the votes. And all the votes are in town."

This land is question, stretches out steadily in every direction, relieved by a few fields and depressions and one long road that parallels the course of the river. The thin soil is held by sagebrush and yucca grass, which the cattle cannot eat, and by grass and bluestem grass, which they can. Besides Probst's cattle, the land supports caribou, jackrabbits, coyotes, and some small deer. One hundred fifty miles to the west are the Rockies. Aspen and Yule and pine forest peak with colorful aspens. When Probst's ancestors first arrived in Colorado, the Rockies were easier than just to get across. Now, the real money is up in those mountains.

"Get the price, Kasper!" Probst's son—nephew years old, thin and straight as a pencil—shouts out at the stand. He is dressed in cowboy boots, Levi's, and a T-shirt. It is the taste outfit the kids in this Soviet wear.

Probst drives the Soviet down a rutted road to the first of the eight windmills. He is out here to check them and to get on with the breeding of his herd.

"We go out an airplane going out here, and we have to check the heifers just about every day."

All is artificial intervention. "It's not brooding steers. It's a European breed that has gotten popular over here in the last few years. But you can't import it from Europe. That's to keep on the hoof-



This herd of Probst's 10,000-acre range is in Colorado. He breeds breeding, beef and commercial European stock called Simmentals.

The cattle are "finished" in Probst's own feedlot, where they wait to reach their maximum fleshiness.

"Twenty acres of this land will support one cow and her calf or two and a half yearlings. So I could increase the size of the operation this year if the price was right. But it's hard. Politicians go with the votes, and the votes are all in town."

said-mouth disease. So you export the semen. Then you artificially inseminate the heifer. Her calf will be a half-blood. You artificially inseminate that calf, and you get a three-quarter breed. And so on until, theoretically, you've got a full-blooded Simmental.

There are seventy or eighty animals around the five or six acres, which is paddling along fairly fully, pumping water into a large holding tank. Three or four animals are drinking freely from it; the others are idly grazing or simply standing in that cone of bovine indifference that is the expression of cows everywhere.

Probst points out half and three-quarter-bred Simmentals. "See this bull over there?" he says pointing to a hefty animal that looks mottled. "That's what we call a Gonner. His penis has been fixed so he can't actually breed a heifer. But he still has the size, and he'll mount me when she is in heat. That makes him a pure seller at a price where a Gonner mounts a heifer, he leaves pure semen on her back. When we come out and find one with paint on her back, we know right

away that she's ready to breed."

Probst drives the Scout around the herd, checking the heifers for point marks. "I don't see any that are mounted yet. Do you, Kager?"

"Nope."

"Well let's go take care of that one we've got over on the corner."

The Secret lurches along the main springs, and shocks, avoiding with each bounce. A male from the first winter, Probst strokes at a small corral with a squeaky chain—a services heifer is pawing at one of the pens. Inside an equipment trailer, there is a large tank filled with liquid nitrogen to keep the Simmental bull semen a couple of hundred degrees below zero. Probst pulls a single rail from the tank and slowly thaws it in ice water. "I don't know how they figured this system out, but it works," he says.

"You forget to keep it real cold until right before you use it. This just warms it up just a smidge. Too much and you kill it."

When everything is ready, Probst and his son go back outside. Probst uses a leather survey whip to force the animals

heifer down the narrow squeeze chute. The animal balks.

"Damn. She acts like she's crazy." Finally the heifer moves into the chute and down to the end where Probst is waiting. He holds her and she's caught. She bellows and stamps, then quiets down.

Kager does the work. He raises the heifer's tail and forces his right arm, which is covered in the elbow is a sheet of clear plastic, far up the animal's cleavage, over her back and down to the vulva. With his hand, he massages her to make her receptive. Then with his left hand he rises a long, thin plastic tube up the vaginal opening, past the cervix. The valuable semen—a costs \$15 to \$25 a vial—will pass through this hollow plastic tube. The animal is still skittish. While Probst is paying attention to something else and before his son can force the semen through the tube, the animal bellows and runs down.

Probst's son runs the forced pleaze then drives his arm in deeper and tries to prod the animal to let her. The heifer only bellows.

"Here, let me help you," Probst says.

"I didn't know you were having trouble." Probst stands by with a battery-powered pump in case the heifer should try to sit again, while his son repeats the procedure with his plastic-sheathed right arm and the plastic tube. This time, it takes. While his son removes the equipment to the trailer and makes some notes in a record book, Probst releases the panicked heifer. She will go back to the range to find the calf she bore in March; it will be weaned in the fall, and she will bear again in the spring. This is the first day in a cycle that keeps Keith Probst and his family on the land.

Farming is perhaps the least understood and appreciated of all the ways an American can go about making his living. Nobody understands things like purity and yields and organic quality—except the people who want understand them or go broke and the people who make the rules. American agriculture is so successful that far most consumers, food simply comes from the grocery store. It is always there, and when the price goes up, there doesn't seem to be any good reason

for it. And since food is the essential, price increases lead to outrage. The fact that one farmer can produce enough to feed himself and fifty or six others and that the average American spends only eight-tenths percent of every dollar in our diet isn't much of a difference, even though these figures are remarkable in this world. Untrue.

But agriculture remains about as low in the interest and esteem of most Americans as... as what? Blue-collar workers are having their day in court and banks, coal miners were big not long ago; truck drivers and their unions have become a folk cliché. But it will probably never happen for farmers—not because what they do is too simple (what could be more simple than driving a truck?) but because it is too hard. And because, for the most part, it gets done so well.

Talking to Keith Probst and one like him, you learn about cow-calf operations, feedlots, backgrounds, speculators, clumpers, breeders, breeds that started in England, India, France, and Switzerland. You learn the reasons why one farmer

gates with Chocoma and another with Angus and the thousands of variables that enter each equation.

Keith Probst's operation is a good place to start looking at cattle raising because he does so and things. The whole point of his operation and of the entire industry is to raise cattle in slaughter weight as efficiently as possible.

With Probst, it begins on the range with a breeding herd more or less stationary in number and size and things—and these calves when he thinks the price will justify it.

The calves feed from the slobber for about six months. "One of the reasons ranchers are high on Simmentals is that they do so simple (what could be more simple than driving a truck?) but because it is too hard. And because, for the most part, it gets done so well."

After the calf is weaned, it "goes to

Automatic Transmission

With the Mini-Max digital frequency converter, fans or CB buffs can tell the exact frequency on which they're transmitting. It's \$29.95 (\$35, shipping and handling) from Continental Specialties Corp., 76 Falcon Terrace, New Haven, Conn. 06519.

Get Your Number

Only two thousand of these special limited-edition Fiat red-sprayed standard four-speed-transmission X-47 sports cars will be available. Signed and numbered by designer Nuccio Bertone, the gold or silver-bodied cars feature a special interior, which includes two pieces of luggage that fit in a front luggage compartment. The cars are each \$6,180 at all Fiat Motors of North America Inc. dealers.



Keeping Cool

By Paolo Pellegrini, this 204-tech ABS plastic cube on wheels is a refrigerator/cooler, bar, and end table, 36 1/2 in. Through architects and designers at ICF Inc., 145 East 57 St., New York, N.Y. 10022.



Speak Up

Sea Voice is a compact underwater communication unit that concentrates sound in narrow sector fan direct to diver communication. It's \$34 (Illinois residents, add 5 percent tax) from Sea Sonics Inc., 1385 East Tower Rd., Box 9458, Schaumburg, Ill. 60195.



Dry as You May

Charal's 1 fan the Road non-dryer has a handle that folds away. Or stand it on a table for hands-free styling. It's \$29.99 at department stores across the country.



In the Pocket

No TV is needed to play Mattel's Pocket Football game. You carry the ball, the computer controls the defense. It's \$49 at all Macy's stores.



Safe at Home

Small and accessible, the Sentry Survivor home safe is fire-rated to 1,700°F. It sells for \$44 at Olinch, New York; J.L. Hudson, Detroit; Ernst Home Centers, Seattle.



Photographs by Charles Smith

St.-Tropez: Still Rich and Raunchy



The harbor of St.-Tropez, once a haven only for fishing boats, as in the photograph in foreground, is filled with yachts.



Check by now on one of the many beaches that dot the famous strip of sand stretching for miles to the south of the harbor.



Elliott Erwitt catches St.-Tropez's fun.

Photographer Elliott Erwitt dropped down to the French Riviera last month just to see if things were still happening at St.-Tropez. Things were happening. Even though he arrived in July and the place doesn't peak until August, there was more money, maddy, and capably on display than ever. It is probably the least subdued resort in the world, and Erwitt photographed it with his usual sense of irony.

The rich were there in everywhere along the Côte D'Azur, but determined at St.-Tropez to demonstrate that they can

have as much raunchy fun as anyone else. The sun so rich were there too, coping with the prices still overdone. There is not so much were there to make certain, and the young and pretty among them found that easy to do. Some downright poor were also there, and luckier. Nearly all of them were young and pretty, and most were being paid to be in attendance.

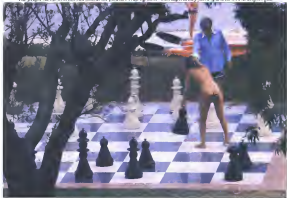
About the time Columbus discovered America, St.-Tropez was an independent republic. This status lasted about 200 years, and the place got the habit of going its own way. It's still doing so. When it became famous in the 1950s, the French dubbed it a *St.-Tropez*, which means, of course, "Sleazebag."



The town is crisscrossed with boulevards, boulevards, and people who come a lot unexcited and enter the road with imagination.



The people on the beach can look at the pleasure craft offshore. They appreciate the sports and the helicopter pool.



There is more space in the villas in the hills where the rich play games. Here, playboy Guillermo Sotelo and chess try chess.



One of the beaches promotes total nudity, but on the others the standard rule is the *finestrà* of bikini—bikinis only.



The town's more famous residents, *origami* boats, display an uneasy modernity as they wait one for a dip in the shallows.



Machetes and chains (ropes are the figure sand bag) on the beaches. Naked skin and sand bring no comparable

Seven

True-life, Actual, Documented,
Remarkable Occurrences of Love and Marriage, as Collected by John Train

1 PRAGUE—Yvonne Czernak jumped out of her third-story window when she learned her husband had betrayed her.
Mrs. Czernak is recovering in the hospital after landing on her husband, who was killed. The newspaper *Pravda* reported today.



2 The Prince of Wales, on being introduced to his bride-to-be, Caroline of Brunswick, instead backward, crying in a corner. "Blame, I am not well. They got me a glass of brandy."

The marriage was inauspicious. Years later, when a courier referring to Napoleon announced "Your most enemy is dead!" the prince, then King George IV, cried, "Ah! She's dead at last!" giving the court into confusion.

John Train and illustrator Pierre Le-Tre's book, *Remarkable Occurrences* will be published by Clarkson Potter Inc.

3 Some months after obtaining his divorce, Walter Davis of London consulted a matrimonial bureau in the hope of finding a new companion. Reported *the Saturday Express* of 1814, in September 1975.
Out of thousands of names, the bureau's computer selected that of his former wife, Ethel, who had consulted the same agency and whom Mr. Davis obediently remarried.

4 According to *Krasnodar Mesenye* (1971-MH) (Belknap Developmental Publishing Company, 1966), Moscow Alexander, aged 70, was married to Mrs. Frances Tompkins, aged 186, in Barb, Stovess County, N.Y., June 11, 1971.
They were both taken out of bed dead the following morning.

5 LONDON—A taxi sports car leaves a lot to be desired as a midnight trying spot, two secret lovers have learned.
Whipped into a two-seater, a startled man was suddenly accelerated by a stopped disc, trapping his woman companion beneath him according to a doctor writing in a medical journal here.
The desperate woman tried to save herself by kicking the door with her foot. A doctor, an ambulance driver, fireman, and a group of interested passers-by—including women roller-skater workers, who arrived late—quickly surrounded the car in Regent's Park, as reported in the *London Sunday Mirror*.

"The lady found herself trapped beneath 200 pounds of pneumatic, in mobile use," said Dr. Brian Richards of King's College Hospital.
"To free the couple, firemen had to cut away the car frame," he said.

The distraught woman, helped out of the car and into a room, sobbed: "How am I going to explain to my husband what has happened to his car?"
—BBS/1976

6 TAIPEI—A young Taiwanese man has written 190 love letters to his girl friend over the past two years, trying to get her to marry him.
His persistence finally brought results. A newspaper reported yesterday that the girl has become engaged to the paramour, who faithfully delivered all the letters.

7 Charlotte Tyles, mother of one, admitted during an investigation in Memphis, in December 1973, to having had sex with several leading politicians. Asked about the accommodations of sex in special cars with officers wearing guns, transducers, bullet hobs, handcuffs, and angular goggles, she replied, according to the *Press-Scimitar*: "It's just something you have to get used to working around."

Under questioning, she stated that this "may have had something to do with my belief in law and order."
—BBS/1976



20 legitimate reasons
why the '10,498' Saab Turbo can be
judged a considerably better buy
than the '14,850' BMW 530i.

SAAB Turbo	BMW 530i	SAAB Turbo	BMW 530i	SAAB Turbo	BMW 530i
1. Lambda Guard™ emission control	n/a	9. Side guidance reversing lights	n/a	19. Motronic plant	optional
2. Front wheel drive	n/a	10. Remote control outside mirrors	driver's side only	20. and last, but certainly not least, this is a Turbo.	invaluable
3. Rack & pinion steering	n/a	11. Heated driver's seat	n/a	Actually, there are twenty-one reasons. The twenty-first being the sheer joy you'll feel in driving a superb power machine like our Turbo.	
4. Emergency brake—float (where the majority of the weight is)	rear	12. Light alloy wheels	optional	Test the Turbo at your nearest Saab dealer. Pick up a copy of our Saab Turbo brochure and our Saab Engineering Features booklet for more information.	
5. Shock absorbers—Bilstein	hydraulic	13. Sports car steering wheel	n/a	Or write us: Turbo Brochure, Saab—Scania, Saab Drive, Orange, Conn. 06477	
6. EPA Combined city/hwy 22 mpg	17 mpg	14. Quick steering ratio 3:4	4:2		
7. Sun roof	optional	15. Front air dam	n/a		
8. Cornering lights	n/a	16. Rear spoiler	n/a		
		17. Oil cooler	n/a		
		18. Electric cooling fan	n/a		

SAAB IS THE COMMAND PERFORMANCE CAR

'Worthless' Foreign Bonds

Don't paper your walls with them. They're actually worth some \$10 billion

Peter Mack* rummaged through his father's attic in St. Louis one day and came across some funny-looking documents that he decided would make an interesting conversation piece on the wall of the bar he was building in the basement of his home. There were some old Czechoslovakian dollar bonds issued in 1922 (but supposedly issued in 1921). They were obviously worthless. He collected, but pretty to look at. So he spread them on his barroom wall and forgot about them until one day, you guessed it—a stockbroker friend of his popped in to see him there. The dollar bonds, which had a face value totaling \$5,000, were being redeemed for about 33 cents on the dollar.

Out came Peter's buddies, down came the unpaid bonds—wall and all—and within a few weeks Peter netted \$2,500 for the "worthless" bonds.

Czechoslovakian bonds? Well, as the area and, you said, he heard nothing yet. There is value in scores of defuncted foreign dollar bonds (bonds issued by governments in U.S. dollar amounts, the better to sell to the U.S. market in those days).

Most of these foreign bonds were issued between the wars by European countries such as Germany, Greece, Poland, Romania, Austria-Hungary, Bulgaria, Czechoslovakia, and the Kingdom of the Serbs, Croats, and Slovenes or by defuncted Latin-American nations such as Brazil, Chile, Colombia, Bolivia, Mexico, and Peru. Many countries defaulted on their bonds, or "suspended" them—suspended after the redemption period, at much lower interest.

Why would all these countries want to make good on these bonds after all these years, especially a case such as that of Germany, which was eventually the Soviet bloc? Simply to rebuild its own credit standing with international lenders or to satisfy U.S. government interest demands for a more favored market status—and then expand U.S. trade.

Just how much cash of these old foreign bonds is worth depends on the country. "But we will come out of this one month."

William Flanagan is a regular columnist on financial matters.



Like Peter, neither J. Paul Golden, you might have this sort of bond and not

and the particular bond. Some governments, like West Germany, may pay back the full face amount—and even make good on all unpaid interest coupons. Others, like Poland, are offering about 40 percent of the face value.

How much money is being raised by the United States in unredempted foreign bonds? Jack Golden, a vice-president in the bond department at Paine, Webber, Jackson & Cohn and one of today's handful of experts in the field, estimates that \$10 billion is squandered away in idle junk, with deposit books—or spread on barroom walls.

As an example of how big this works, consider Greek government bonds. From 1925 through 1928 the Hellenic Republic sold \$10 million worth of bonds, in dollars, in the United States. They were to mature in 1933 and paid 8 percent interest each year. When World War II came along, the bonds were suspended. But after the war, the bonds were asserted, that is, the redemption period on the bonds was scratched out until 1945, and the interest rate lowered to 2 percent. Today, you can get about 68 cents on the dollar for those bonds, and if you have any unpaid coupons, they will be paid in full. When the bonds mature in 1983, presumably they will fetch full face value. The reason they now sell for only 68 percent of par has to do with today's high interest rates.

Just recently, Romania announced a

plan for making good on its defaulted dollar bonds, as have Poland, Czechoslovakia, Hungary, and Austria.

Of course, not all countries that defaulted on their dollar bonds are offering up to 68 percent of the face value in dollars (at 0.5 percent interest). The Russian Revolution caused the bonds to be suspended, and the current regime has refused to honor the previous imperial government's debt.

Who bought these old bonds? In the case of the European makes, they were often new or soon-to-be immigrants, who wanted to help the homeland in time of need. (The same may go for some American Jews who bought dollar bonds now.) Most of these bonds are not likely to be in default, however. For one thing, most can be redeemed to get an Israeli recognition of the maturity date. And one issue—in 1934—is even guaranteed by the U.S. Department of Defense.

From time to time, some third-party operators, who know which foreign dollar bonds are valuable, will take the country trying to raise on such bonds, paying fractions of their true value. Greek abolition fighters owned the Pionasas may come across ads in their ethnic newspapers to sell Greek stabilization bonds issued in the 1930s; the Poles around Chicago may be asked to sell their 1926 Silena Province bonds for a petanque; Germans in Milwaukee could be offered

cash for seemingly worthless German National Bonds dating from 1938. If you have any bonds issued by foreign governments in dollar amounts, the best way to find out if they have any value is to contact legitimate market makers. Paine, Webber and Merrill Lynch are two brokerage houses that trade such bonds. Regional representatives of those firms should be able to get quotes for you. If you furnish them with photocopies of the bonds you hold. Other reputable companies that will buy such bonds are Citi-Mark & Company and Dabco Securities Corporation, both in New York City.

As you go to have quoted, the Pionasas bonds on Wall Street have come up with some interesting plays with foreign dollar bonds.

One facet of speculation involves buying the paper of a country that is now on the outs with the United States but that one day may mend fences—and then make good on its debt, to some degree at least. Cuban bonds are one such play. Some experts feel that East Germany and Bulgaria will soon come up with plans to settle their old dollar debts.

Another play exists with bonds that have sinking funds but are hard to locate.

A sinking fund means that a certain percentage of bonds has to be bought up by the issuer each year in order to ensure that a market for the bonds exists. But if the issuer cannot locate enough bonds to

For churchgoing, tithing Catholics, there's great leverage in what's called "The Vatican Play."

satisfy the sinking fund in any given year, he must call in all or part of this issue as par value.

Perhaps the richest play of all rests on an interest U.S. law called the Foreign Sovereign Immunities Act of 1976.

This law states that any U.S. citizen can sue a foreign government in U.S. courts for nonpayment of debt—such as a defaulted dollar bond. The law may be interpreted to permit the seizure of foreign goods in lieu of payment of that debt. In other words, it is possible to sue some old Imperial Russian dollar bonds and then attach a shipload of Russian wheat in lieu of payment. It is rumored that some speculators are prepared to test the law with great care in mind.

Finally, there is the "Vatican play," suggested for churchgoing, tithing Catholics only. It seems that in the 1920s the German national government and several German

states issued dollar bonds backed with gold. These gold-backed bonds were sold on the basis of the U.S. price of gold at the time, less about 131 percent. Gold, of course, is now over \$200 per ounce. To the average bondholder, Germany may reduce these defaulted bonds in dollars. But, say investors—for example, Jewish only in the Vatican and Bonn—it will not reduce them in gold for the Church. Thus, if you want to buy, say, a gold-backed \$1,000 bond issued in 1926 by the city of Duisburg, in cost to you would be about \$880. Should you give the bond to the Vatican, it could be redeemed for gold worth about \$1,700. Your receipt from the Vatican gives you an income tax deduction worth about \$1,000.

The crucial word in foreign bonds has nothing to do with rates. Knowledge of history and the ability to read a handful of languages help. Paine, Webber & Golden is a history buff without father was a Danish Protestant, whose mother is a Polish Jew, and who married a Catholic Arab. He reads five languages.

Over lunch at a Japanese restaurant—where he ordered and conversed in Japanese, of course—Golden offered what he thinks is the best bond play.

Deeply discounted foreign dollar or currency bonds with sinking funds. There can be decent yields with a good chance of substantial capital gain if the bonds are called. —

Wool can be copied. But it can't be matched.



We'll take it on faith. You actually become part of the fiber. Faithfully knit on the electrically charged needles and held firm through years of wear. One wash takes into a color, it'll never let go.



Keep your word. Now you can buy two kinds of wool—wool and the closest synthetic equivalent. Choose the brand for care and cleaning instructions to keep garments looking their best for a long time.



Wool is warm and soft. Synthetic for strength and the weight for summer. Measure an inch with this 1 1/2 inch sock to show down the interior and feel. Only wool has this unique, warm and soft, quality.



The secret in Woolmark is that it gives assurance in a quality, knitted fabric made of the world's best... pure wool.

If you wear it, wear it in wool.

American Wool Council



100% Pure Wool. American Wool Council.



The secret in Woolmark is that it gives assurance in a quality, knitted fabric made of the world's best... pure wool.

The Big Squeeze

The travel boom means more discomfort at no discount for businessmen

It's hard to realize that September 28 will mark only the first anniversary of the People's Revolution of air transportation. That was the date just a year ago when Freddie Laker began his air-freedom revolution: flights between New York and London and quickly listed most other routes to join the modern era.

What Freddie has wrought is discomfort to several ways. As you find this, large numbers of prospective passengers are sleeping on the floors of the Laker terminals in London, waiting to purchase a return ticket to the United States. The so-called scheduled carriers (who immediately joined the strategy and budget brigade) are raising a similar wherewithal, and the charter for airline seats is badly restricted to the New York/London route. Every inch where discount seats are being offered—on foreign or domestic routes—demands a compromise. There are not nearly enough seats to accommodate prospective passengers, which means frustration, whatever your destination.

Travelers have taken to the new discount fares as avidly as birds to a feed. The change on certain blossoms—and it appears that the airlines were totally unprepared for the onslaught. Despite a complete absence of information about exactly how many discount seats are actually available on any given flight—only the individual airline knows, and it isn't telling—travelers continue to queue up for the cheap seats and quit after what travel plans to accommodate seemingly impossible restrictions. Yet there are still not nearly enough seats to go around.

If that fact is, at least marginally, "unchanged," and in perhaps the least publicized major restructuring of various airlines over, virtually every major American carrier is in the process of adding more seats to the economy sections of its aircraft. They are adding more seats per row and more rows per plane, and if you haven't been on a wide-bodied aircraft since last summer, be prepared for a sharply increased passenger population.

United Airlines, the free world's largest air carrier, is typical of the airlines that are exhibiting considerable zeal in re-



structuring their fleets. Their 747 aircraft, which used to hold 38 first-class passengers and 312 economy passengers (350, total), have been redesigned to hold only 26 in first class and 118 in economy (144, total). A DC-10 that once held 42 in first class and only 208 in economy (250, total) has been restructured to hold 42 first-class passengers and 214 economy passengers (256, total). The DC-8s that formerly held 36 in first class and 156 in economy (192, total) now hold 189 passengers (123 in first class and 177 in economy), and United's 737s have lost all of their first-class seats (there used to be 8 of them) and added 16 seats to the total number of seats to create a 303-seat, all-coach aircraft. According to one informed estimate, this reconfiguration of 145 existing planes will add nearly 2,000 seats to United's fleet—about the equivalent of a newly restructured DC-10—yet almost one seventh the cost of a new aircraft.

The apparent amelioration of all this room shortage enough. The airlines are enjoying record traffic and profits, and vacationing passengers should soon have additional (if slightly more cramped) seats available at discount prices. But the pay who seems to be bearing the brunt of all this airline traffic expansion is the business traveler. For in the face of all the deep discounting for vacationers, basic airline seats have actually risen, and the business passenger (who usually still make plans sufficiently far in advance to avail himself of the discount plans) finds himself paying top dollar to be crammed into an increasingly crowded passenger compartment. Not only that, but the increas-

ively long prebooking requirement inherent in the discount plans often prevents the discount passenger to reserve the choice seats at the time his reservations are made. So the business traveler, forced to travel in the economy section by corporate directive, internal revenue scrutiny, or both, is increasingly paying twice the discount price to sit in the most uncomfortable seat in the coach cabin. It is a situation that the business traveler is understandably greeting with ever more modified equanimity.

The airlines are not aware of the discomfort among business passengers; it's just that the rush of new air passengers—inspired by the spite of new discount fares—is equally irresistible. Attempts to segregate business passengers into special "quiet zones" (directly behind first class) have met with only marginal success, and the overall failure of this ploy is best indicated by British Airways' recent announcement that it will offer these classes of service across the Atlantic beginning next spring. Details are not yet firm, but the expectation is that first class will be turned into a truly luxurious enterprise, while a new "club" class would be upgraded somewhat. Discount passengers will be relegated to a kind of airborne storage, sitting not in a row, and offered no more fills on route than in major bus lines.

But until this new plan is refined—and adopted by the other airlines—we are living in the day of the discount traveler. For the moment, the business traveler's plaintive cries seem to be falling on deaf (or at least slightly hard-of-hearing) ears. ☐

Re-Sounding Success

by Anita Leclerc

Time delay, the latest in hi-fi, brings the sound of the concert hall home.

The couple in this picture could well be listening to non-vocalized quadrupedal sounds, but there's an even never written in high fidelity gadgetry than you may have thought. This black box and extra pair of speakers on the wall have convincingly turned their living room into a concert hall, and without major alterations you can achieve the same effect. On the following page we'll tell you all about it.



THE THRILL OF VICTORY WITHOUT THE AGONY OF THE FEET.



The AD5 Acoustic Dimension Synthesizer, \$1,000, contains everything you need to add to your existing stereo system a built-in amplifier and extra speakers, plus special circuitry for creating "hidden bass ambience" subheard beneath the direct sound in a recording. The unit also has controls to adjust the depth of the stage and the listener's seating distance from the orchestra.



Simplicity is the key to Advent's SoundSpace control. A "size" control adjusts the delay time, the "reverbation" control creates multiple reflections. Once these factors are set, the SoundSpace will deliver parameters necessary to recreate the best possible listening environment. At \$120, the unit is designed to be used with a stereo amplifier and a second pair of speakers.

Anything from a solo voice or instrument to a full orchestra sounds as if you're hearing it in the room where the performance actually took place.

Today's sound equipment, as the ads intently tell you, tries to give the listener the virtual equivalent of a concert, yet so much of technical flourish has been able to reproduce the live performance. Not until the introduction of the time-delay system, that is.

Now, simply by adjusting a few controls, you can create the illusion of a concert hall, theater, or club in which a live performance took place—or might have taken place. By adding reverbation to existing recordings—or for that matter, to tape, radio broadcasts, or the new high fidelity TV sound—the time-delay unit imitates, albeit by artifice, that three-dimensional depth that characterizes ordinary two-channel stereo and conventional quad. Here's how it works.

In any live performance, you hear both the direct sounds, which arrive straight from their source, and the ambient sounds, a complex array of reflections bouncing off every surface in a concert hall and reaching your ears after time delays proportional to their length of travel through the air. (Actually, there is far more ambient than direct sound.) The task of the time-delay unit is to imitate the ways that sound is delivered and reflected under live conditions. In concept, it's a simple device. The unit takes a music source and changes it into a series of digital pulses that chase one another through a series of memory cells and, several milliseconds later, converts them back to a music wave form. This is itself would produce only a single delay, insufficient for convincing simulation of

reverbation, so many different delays are used. Moreover, signals are bounced back and forth several times through the unit.

With the simulated reverbation fed through the back channels of a four-channel setup, you can, by tuning a few knobs, induce your rather "dead" living-room with the simulated characteristics of a concert hall, cathedral, or, yes, a washroom. (Have you ever wondered what Led Zepplin would sound like in Westminster Abbey?) And the reverbation seemingly comes from all around you, an effect that of course can't be accomplished with conventional stereo or quad.

The technique itself is not new. It has been used in live performances to correct for acoustic deficiencies in certain concert halls (London's famous Royal Festival Hall, for instance). The Boston Symphony uses a time-delay system for its outdoor concerts in Faneuil Hall. But earlier delay devices for home music systems suffered from surgical performance, often effectively turning a listening room into what sound like a reverberant underground garage. Now, all that has changed.

As might be expected, these sophisticated new devices are not cheap, but anyone who already owns some kind of four-channel setup in his living room, since his present two-channel amplifier and back speakers are well suited for the ambient signals. Of course, if you don't have a quadraphonic system, you will have to supply additional amplification and extra speakers if they are not part of the unit you select. ■



Want to stay at the top of your form? Why not keep your feet "alive" instead of slowing down from the jolts and constant pounding they take.

Introducing Scholl Sports Cushions™. They're the super shock absorbing insoles that give you a real hidden advantage even for the lucky player whose feet never tire. That's because they ease the constant impact of running, jumping and rapid starts and stops.

A new lightweight material, Poron® is the secret of Sports Cushions. They can absorb nearly twice the shock that sponge or latex absorbs. Yet they're comfortable to wear, and soft, to help prevent blisters and callouses.

INTRODUCING SCHOLL SPORTS CUSHIONS.

In addition, thousands of tiny channels funnel away moisture. In fact, they're so porous they actually help keep your feet cooler and drier.

And Sports Cushions are tough enough to stand up to an entire season of hard action.

Use new Scholl Sports Cushions, the hidden edge.

**SOMETHING
BETTER FOR YOUR FEET
THAN WINNING.**

Scholl

Look for them in special displays. Available in men's and women's sizes.

*Poron is a registered trademark of Rogers Corporation.



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Who Else Wants to Be Successful? Reader, 51 Success Stories & Lessons in C 2730

People: Can bookish, unexcused level read alert to your shifting those success domains approved (S&P) 215 JAMES, PO Box 1054 Eugene, Ore 97401

CHOICE MAGAZINE LISTENING

This FREE service—for anyone deprived of the joy of reading by loss of sight—provides 6 hours of recording every other month with unabridged selections from publications such as *The New Yorker*, *Esquire*, *Smithsonian* and *The New York Times Magazine*. The special record player is provided free, on permanent loan by the Library of Congress. For information write:

CML, DEPT. E
1414 14th Street,
Port Washington, NY 11050,
or call (516) 583-8260



Comfort and Convenience



convenient selling or renting your house? For fast, efficient results, the place to advertise is:

ESQUIRE

Estates and Properties

**This ad can cost you
as little as \$20 and reach
almost 4 million readers.**

Esquire Classified Rates	Special Memberships		Standard Rates	
	One Year	Three Years	One Year	Three Years
1 Year	\$4.00	\$10.00	\$10.00	\$30.00
2 Year	2.00	2.25	2.00	2.25
3 Year	2.25	2.50	2.50	2.75
4 Year	2.50	2.75	3.00	3.25

Minimum Orders: Ten words. P.O. box numbers and telephone numbers count as two words each. Abbreviations and zip codes count as one word each. Check or money order must accompany copy and be received not later than three weeks prior to the on-sale date.

Example: Orders for the issue which goes on sale September 12 must be received by August 22. Classified ads are accepted at publisher's discretion.

**ESQUIRE
Classified**

Send orders to:
Tom Madigan,
Esquire Magazine
400 Madison Avenue
New York, NY 10017

MACK

Scenes from Real Life: Saturday Morning*



SOREL


Anything Goes: Separating the Cheats from the Chaff



**Lucky Americans.
You pay less to go first class.**

Here in Athens, Passport costs as much as other premium scotches. In fact, it's expensive everywhere but in America. We use Scotland's most expensive whiskies, but bottle Passport in the U.S.—and pass on the tax and shipping savings to you. So to lucky Americans, this superb scotch only tastes expensive.

Passport Scotch



The most
refreshing taste
you can get
in any cigarette.



No wonder it's America's¹ menthol.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Kings, 17 mg. "tar", 1.4 mg. nicotine; Longs, 18 mg. "tar",
1.4 mg. nicotine av. per cigarette, FTC Report May '78.